

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. II. NEW YORK, MARCH 26, 1890. No. 24.

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STATISTICS AND 1890 CENSUS RETURNS

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IS ALWAYS *THE BEST*, BUT BECAUSE THE 1890 EDITION WILL
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*N. W. AYER & SON,
Newspaper Advertising Agents,*

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PHILADELPHIA.

THE LADIES' HOME JOURNAL

ABSOLUTELY PURE

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AT THE NEW YORK POST OFFICE AS SECOND-CLASS MAIL-MATTER.

Vol. II.

NEW YORK, MARCH 26, 1890.

No 24.

LARGEST CIRCULATIONS.

According to the ratings given in the new American Newspaper Directory for 1890, which will be issued Monday, March 31, the following is a complete list of all the newspapers in the United States and Canada which print more than 5,000 copies each issue. The circulation rating of each, as given in the Directory, appears in the right-hand column, opposite the name of the paper: and the signification of the letters and figures are explained by the following key:

KEY.

Exceeding 5,000.....	G 1
Exceeding 7,500.....	G 2
Exceeding 10,000.....	F 1
Exceeding 12,500.....	F 2
Exceeding 15,000.....	E 1
Exceeding 17,500.....	E 2
Exceeding 20,000.....	D 1
Exceeding 22,500.....	D 2
Exceeding 25,000.....	C 1
Exceeding 27,500.....	C 2
Exceeding 30,000.....	B 1
Exceeding 37,500.....	B 2
Exceeding 45,000.....	A 1
Exceeding 50,000.....	A 2

Papers which do not insert advertisements are not rated.

ALABAMA.

Birmingham, Age-Herald, daily,	G 2
Birmingham, Herald, weekly,	E 2
Birmingham, Alabama Christian Advo-	G 1
cate, weekly,	G 1
Mobile, Register, Sunday,	G 1
Mobile, Register, weekly,	G 1
Montgomery, Advertiser, daily,	G 1
Montgomery, Advertiser, weekly,	G 1

ARKANSAS.

Little Rock, Arkansas Gazette, weekly,	G 1
Little Rock, Arkansas Baptist, weekly,	G 1
Little Rock, Arkansas Methodist, weekly,	F 1

CALIFORNIA.

Los Angeles, Herald, daily,	G 1
Los Angeles, Times, daily,	G 1
Oakland, Signs of the Times, weekly,	F 1
Sacramento, Bee, daily,	G 1
Sacramento, Record-Union, daily,	G 1
Sacramento, Union, weekly,	G 2
San Francisco, Alta California, daily,	E 1
San Francisco, Alta California, weekly,	F 1
San Francisco, Chronicle, daily,	B 1
San Francisco, Chronicle, weekly,	C 1
San Francisco, Sunday Chronicle, Sun-	
days,	B 1
San Francisco, Evening Bulletin, daily,	E 1
San Francisco, Bulletin, weekly,	E 2
San Francisco, Evening Post, daily,	D 2
San Francisco, Post, weekly,	G 1

CALIFORNIA.

San Francisco, Examiner, daily,	B 1
San Francisco, Sunday Examiner, Sun-	
days,	B 1
San Francisco, Examiner, weekly,	C 1
San Francisco, Morning Call, daily,	C 2
San Francisco, Morning Call, Sundays,	C 2
San Francisco, Call, weekly,	D 1
San Francisco, Report, daily,	C 1
San Francisco, Report, weekly,	G 1
San Francisco, Argonaut, weekly,	F 1
San Francisco, Breeder and Sportsman,	
weekly,	G 1
San Francisco, City Argus, weekly,	G 2
San Francisco, Der Californische Volks-	
freund, weekly,	G 1
San Francisco, Monitor, weekly,	G 1
San Francisco, News Letter and Califor-	
nia Advertiser, weekly,	F 1
San Francisco, Pacific Rural Press, w'kly,	G 1
San Francisco, Wasp, weekly,	G 1
San Francisco, Illustrated Pacific States,	
monthly,	G 2
San Francisco, Overland Monthly,	G 1
San Francisco, Railroad Gazette, m'ly,	G 1

COLORADO.

Denver, Republican, daily,	F 2
Denver, Rocky Mountain News, daily,	F 1
Denver, Times, daily,	F 1
Denver, Colorado Farmer and Live Stock	
Journal, weekly,	G 1
Denver, Field and Farm, weekly,	G 2
Denver, Rocky Mountain Celt, weekly,	G 2

CONNECTICUT.

Hartford, Connecticut Post, weekly,	G 1
Hartford, Times, daily,	F 1
Hartford, Times, weekly,	F 1
New Haven, Evening Register, daily,	G 2
New Haven, Sunday Register, Sundays,	G 1
New Haven, Morning News, daily,	G 1
New Haven, Household Pilot, monthly,	B 2
Norwich, Cooley's Weekly,	G 1
Waterbury, Sunday Herald, Sundays,	G 1

DELAWARE.

Wilmington, Every Evening and Commer-	
cial, daily,	G 1
Wilmington, Republican, daily,	G 1

DISTRICT OF COLUMBIA.

Washington, Evening Star, daily,	C 1
Washington, Post (morning), daily,	F 1
Washington, Post, weekly,	G 2
Washington, Craftsman, weekly,	G 1
Washington, National Tribune, weekly,	A 2
Washington, Public Opinion, weekly,	E 2
Washington, Sunday Chronicle, Sundays,	G 1
Washington, Sunday Herald and National	
Intelligencer, Sundays,	G 1
Washington, Canteen, monthly,	F 2
Washington, Patent and Court Record,	
monthly,	F 1
Washington, United States Gazette, m'ly,	G 1
Washington, United States Official Postal	
Guide, monthly,	C 1

FLORIDA.

Jacksonville, Florida Times-Union, daily,	G 1
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GEORGIA.

Athens, Southern Farmer, monthly,	G 1
Athens, Woman's Work, monthly,	F 1
Atlanta, Constitution, daily,	G 2
Atlanta, Constitution, weekly,	A 1
Atlanta, Journal, daily,	F 1

GEORGIA.

Atlanta, Journal, weekly, F 2
 Atlanta, Southern Star, weekly, F 1
 Atlanta, Sunny South, weekly, F 2
 Atlanta, Dixie, monthly, G 1
 Atlanta, Southern Agent, monthly, D 1
 Atlanta, Southern Cultivator and Dixie Farmer, monthly, E 2
 Atlanta, Southern Farm, monthly, D 1
 Atlanta, Southern Industrial Railroad Record, monthly, G 1
 Barnesville, Georgia Farmer, semi-m'thly, G 1
 Macon, Wesleyan Christian Advocate, w'y, G 1
 Savannah, Morning News, daily, G 2
 Savannah, News, weekly, G 2

ILLINOIS.

Bloomington, Pantagraph, weekly, G 1
 Bloomington, Odd Fellows' Herald, semi-monthly, G 1
 Bloomington, Home Circle, monthly, E 1
 Bloomington, Public School Journal, m'ty, E 2
 Chicago, Die Fackel, Sundays, E 1
 Chicago, Chicagoer Freie Presse, daily, E 1
 Chicago, Chicagoer Freie Presse, weekly, G 1
 Chicago, Dabem, Sundays, G 2
 Chicago, Drovers' Journal, daily, E 2
 Chicago, Drovers' Journal, semi-weekly, F 2
 Chicago, Drovers' Journal, weekly, D 2
 Chicago, Evening Journal, daily, C 2
 Chicago, Journal, weekly, C 2
 Chicago, Globe, daily, E 2
 Chicago, Sunday Globe, Sundays, G 2
 Chicago, Herald, daily, G 2
 Chicago, Sunday Herald, Sundays, D 2
 Chicago, Herald, weekly, D 1
 Chicago, Illinois Staats-Zeitung, daily, E 1
 Chicago, Illinois Staats-Zeitung, weekly, D 2
 Chicago, Der Westen, Sundays, D 2
 Chicago, Inter-Ocean, daily, C 2
 Chicago, Inter-Ocean, weekly, A 1
 Chicago, Sunday Inter-Ocean, Sundays, C 2
 Chicago, Mail, daily, C 1
 Chicago, News, daily, A 2
 Chicago, News, weekly, E 1
 Chicago, Skandinavien, daily, E 1
 Chicago, Skandinavien, weekly, D 1
 Chicago, Sun, daily, F 1
 Chicago, Times, daily, C 1
 Chicago, Times, weekly, E 1
 Chicago, Tribune, daily, E 1
 Chicago, Gamla Och Nya Hemlandet, semi-weekly, D 1
 Chicago, Advance, weekly, E 1
 Chicago, America, weekly, F 2
 Chicago, American Artisan, Tinner and House Furnisher, weekly, G 1
 Chicago, American Bee Journal, weekly, G 1
 Chicago, American Contractor, weekly, G 2
 Chicago, American Free, weekly, F 2
 Chicago, America, (Norwegian-Danish), weekly, G 1
 Chicago, Arkansas Traveler, weekly, D 2
 Chicago, Bladet, weekly, F 1
 Chicago, Breeders' Gazette, weekly, G 2
 Chicago, Canadian American, weekly, E 1
 Chicago, Christian Cynosure, weekly, G 1
 Chicago, Christian Oracle, weekly, G 1
 Chicago, Citizen, weekly, E 1
 Chicago, Democrat, weekly, C 1
 Chicago, Die Rundschau, weekly, E 1
 Chicago, Dunton's Spirit of the Turf, w'y, E 2
 Chicago, Express, weekly, C 1
 Chicago, Farmers' Review, weekly, E 1
 Chicago, Farmers' Voice, weekly, C 1
 Chicago, Farm, Field and Stockman, w'y, D 2
 Chicago, Folke Vennen, weekly, G 1
 Chicago, Free Methodist, weekly, G 2
 Chicago, Gazeta Polska, weekly, G 2
 Chicago, Horseman, weekly, G 2
 Chicago, Industrial World and Iron Worker, weekly, G 1
 Chicago, Interior, weekly, D 2
 Chicago, Journal of Commerce, weekly, G 1
 Chicago, Journal of the American Medical Association, weekly, E 1
 Chicago, Knights of Labor, weekly, G 1
 Chicago, Ledger, weekly, C 1
 Chicago, Lever, weekly, C 1
 Chicago, L'Italia, weekly, G 1
 Chicago, Living Church, weekly, E 1
 Chicago, Merchant Traveler, weekly, E 2
 Chicago, Missions-Wannen, weekly, F 2
 Chicago, National Live-Stock Journal, weekly, G 1
 Chicago, National Live-Stock Journal, monthly, G 1

ILLINOIS.

Chicago, Norden, weekly, G 1
 Chicago, North-Western Christian Advocate, weekly, D 1
 Chicago, Northwestern Lumberman, w'y, G 1
 Chicago, Occident, weekly, F 1
 Chicago, Odd Fellows' Review, weekly, G 2
 Chicago, Orange Judd Farmer, weekly, D 1
 Chicago, Prairie Farmer, weekly, D 1
 Chicago, Religio-Philosophical Journal, weekly, G 2
 Chicago, Sentinel, weekly, E 2
 Chicago, Siftings, weekly, G 1
 Chicago, Standard, weekly, F 2
 Chicago, Svenska Amerikanaren, weekly, G 2
 Chicago, Svenska Kuriren, weekly, F 1
 Chicago, Svenska Tribunen, weekly, C 1
 Chicago, Union Signal, weekly, E 1
 Chicago, Western Rural and American Stockman, weekly, B 2
 Chicago, Young Men's Era, weekly, E 2
 Chicago, Young People's Weekly, Sundays, D 2
 Chicago, Katholischer Jugend-Freund, bi-weekly, F 1
 Chicago, American Florist, semi-m'thly, G 1
 Chicago, Industrial and Commercial Gazette, semi-monthly, G 1
 Chicago, School Herald, semi-monthly, G 2
 Chicago, American Farmer, Live Stock and Poultry Raiser, monthly, F 2
 Chicago, American Housekeeping, m'y, C 1
 Chicago, American Jeweler, monthly, G 1
 Chicago, American Miller, monthly, G 1
 Chicago, American Storekeeper, monthly, F 1
 Chicago, Bakers' Helper, monthly, G 1
 Chicago, Brainard's Musical World, m'y, F 1
 Chicago, Chimney Corner, monthly, C 1
 Chicago, Dairy World, monthly, F 2
 Chicago, Farm Implement News, m'thly, G 2
 Chicago, General Manager, monthly, G 2
 Chicago, Helping Hand, monthly, D 1
 Chicago, Humane Journal, monthly, G 2
 Chicago, Implement World, monthly, G 1
 Chicago, Inland Printer, monthly, G 1
 Chicago, Jewelers' Journal, monthly, G 1
 Chicago, Kindergarten, monthly, G 2
 Chicago, Ladies' Fashion Journal and Shopping Magazine, monthly, D 1
 Chicago, National Steamship and Railway Gazette, monthly, G 1
 Chicago, Oak and Ivy Leaf, monthly, G 2
 Chicago, Picture Gallery for Young Folks, monthly, G 2
 Chicago, Rand-McNally Official Railway Guide and Hand-Book, monthly, G 2
 Chicago, Record of Christian Work, m'y, F 1
 Chicago, Soldier and Citizen, monthly, G 1
 Chicago, Song Friend, monthly, G 1
 Chicago, Statesman, monthly, F 1
 Chicago, Stationary Engineer, monthly, F 1
 Chicago, United States Mail, monthly, G 2
 Chicago, Voice of Masonry and Family Magazine, monthly, G 1
 Chicago, Western Druggist, monthly, G 1
 Chicago, Western Undertaker, monthly, F 1
 Chicago, Young Ladies' Bazar, monthly, G 1
 Chicago, Western World, quarterly, E 2
 De Kalb, American Breeder, monthly, E 2
 Fulton, Echo, monthly, E 2
 Galena, Gazette, weekly, G 1
 Galesburg, Railroad Trainmen's Journal, monthly, F 1
 Moline, Western Plowman and South and West, monthly, D 1
 Morgan Park, Crown Journal, monthly, F 1
 Mount Morris, Gospel Messenger, weekly, F 2
 Ottawa, La Salle Co. Herald, weekly, G 1
 Peoria, Demokrat, weekly, G 1
 Peoria, Journal, daily, G 2
 Peoria, Transcript, weekly, G 2
 Peoria, Saturday Evening Call, weekly, G 2
 Quincy, Herald, weekly, G 1
 Quincy, Whig, weekly, G 1
 Quincy, Farmers' Call, weekly, E 2
 Quincy, Western Agriculturist and Live Stock Journal, monthly, E 2
 Rockford, Farmers' Monthly, monthly, G 2
 Rock Island, Augustana, weekly, G 2

INDIANA.

Danville, Teacher and Examiner, m'thly, G 2
 Fort Wayne, American Farmer, monthly, F 1
 Fort Wayne, Business Guide, monthly, G 1
 Indianapolis, Journal, daily, G 2
 Indianapolis, Indiana State Journal, w'y, G 2

INDIANA.

Indianapolis, News, daily, D1
 Indianapolis, Sentinel, daily, F2
 Indianapolis, Sunday Sentinel, Sundays, G2
 Indianapolis, Indiana State Sentinel, w'ty, F2
 Indianapolis, Sun, daily, F2
 Indianapolis, Indiana Baptist, weekly, G2
 Indianapolis, Indiana Farmer, weekly, C1
 Indianapolis, Agricultural Epitomist, m'ty, F1
 Indianapolis, Indiana School Journal, monthly, G1
 Indianapolis, Masonic Advocate, m'tly, G1
 Indianapolis, National Presbyterian, m'tly, G2
 Indianapolis, Pythian Journal, monthly, G1
 Indianapolis, Wheelmen's Gazette, m'ty, G2
 Indianapolis, Wood-Worker, monthly, G1
 Ladoga, Normal Herald, monthly, G1
 Lafayette, Echo, monthly, F2
 Madison, Sorghum Growers' Guide and Farm Journal, monthly, G1
 Mishawaka, Power and Transmission, monthly, C1
 Notre Dame, Ave Maria, weekly, E2
 South Bend, Farmers' Friend, semi-m'tly, G2
 Terre Haute, Locomotive Firemen's Magazine, monthly, D1

IOWA.

Burlington, Gazette, weekly, G1
 Burlington, Hawk, weekly, G2
 Cedar Rapids, Railway Conductor, semi-monthly, F2
 Cedar Rapids, Iowa Farmer and Breeder, monthly, G2
 Cedar Rapids, Western Penman, m'tly, G2
 Davenport, Der Demokrat, weekly, G1
 Davenport, Morning Democrat-Gazette, daily, G1
 Davenport, Democrat-Gazette (evening), daily, G1
 Davenport, Interstate Press, weekly, G2
 Davenport, Northwestern News, weekly, G1
 Decorah, Posten, weekly, C1
 Des Moines, Iowa State Register, daily, C1
 Des Moines, Iowa State Register, weekly, C1
 Des Moines, Leader, weekly, G2
 Des Moines, Homestead, weekly, G2
 Des Moines, Iowa Tribune, weekly, G1
 Des Moines, Live Stock and Western Farm Journal, semi-monthly, F2
 Des Moines, Northwest semi-monthly, G2
 Dubuque, Herald, weekly, G1
 Dubuque, Telegraph, daily, G2
 Dubuque, Telegraph, weekly, G1
 Gladbrook, Publishers' Post, quarterly, G1
 Keokuk, Central School Journal, m'tly, G1
 Sioux City, Journal, daily, G1
 Sioux City, Western Farmer and Stockman, monthly, F1

KANSAS.

Atchison, Champion, weekly, G1
 Minneapolis, Kansas Workman, monthly, G2
 Topeka, Capital, daily, G2
 Topeka, Sunday Capital, Sundays, G2
 Topeka, Capital, weekly, F1
 Topeka, Kansas Farmer, weekly, E1
 Topeka, Western Veteran, weekly, G2
 Topeka, Western School Journal, m'tly, G2
 Wichita, Eagle, daily, G2

KENTUCKY.

Bowling Green, Times-Gazette, weekly, G1
 Louisville, Anzeiger, daily, G1
 Louisville, Anzeiger, weekly, G1
 Louisville, Anzeiger, Sundays, G2
 Louisville, Commercial, daily, F1
 Louisville, Commercial, weekly, E2
 Louisville, Courier Journal, daily, E2
 Louisville, Courier Journal, weekly, B2
 Louisville, Post, daily, E1
 Louisville, Times, daily, E1
 Louisville, Apostolic Guide, weekly, G1
 Louisville, Christian Observer, weekly, F2
 Louisville, Farmers' Home Journal, weekly, F1
 Louisville, Katholischer Glaubens-Bote, Sundays, G1
 Louisville, Omnibus, Sundays, G1
 Louisville, Truth, Sundays, F1
 Louisville, Western Recorder, weekly, B2
 Louisville, Home and Farm, semi-m'tly, G2
 Louisville, Farm Herald, monthly, G2
 Louisville, Southern Manufacturer and Builder, monthly, G2

LOUISIANA.

Lake Charles, American, weekly, F1
 New Orleans, City Item, daily, G1
 New Orleans, Deutsche Zeitung, Sundays, G1
 New Orleans, Picaune, daily, F1
 New Orleans, Picaune, weekly, F1
 New Orleans, States, daily, G2
 New Orleans, Sunday States, Sundays, F1
 New Orleans, Times-Democrat, daily, E1
 New Orleans, Times-Democrat, weekly, F2
 New Orleans, Christian Advocate, w'tly, G1
 New Orleans, Holy Family, Sundays, G2
 New Orleans, Southwestern Christian Advocate, weekly, G1

MAINE.

Augusta, Kennebec Journal, weekly, G1
 Augusta, Gospel Banner, weekly, G1
 Augusta, Maine Farmer, weekly, G2
 Augusta, New Age, weekly, G1
 Augusta, Happy Hours Magazine, semi-monthly, B2
 Augusta, Vickery's Fireside Visitor, semi-monthly, A1
 Augusta, Daughters of America, monthly, A2
 Augusta, Golden Moments, monthly, A2
 Augusta, Hearth and Home, monthly, B2
 Augusta, Illustrated Family Herald, m'ty, C2
 Augusta, People's Literary Companion, monthly, F1
 Augusta, Sunshine, monthly, A2
 Augusta, True's Farming World and Household Magazine, monthly, E1
 Bangor, Commercial, weekly, G1
 Biddeford, Watson's Illuminator, m'tly, G2
 Farmington, School Days, monthly, F2
 Lewiston, National Advocate, weekly, F2
 Lewiston, Saturday Journal, Saturdays, G2
 Lewiston, Journal, weekly, E2
 Portland, Evening Express, daily, G2
 Portland, Transcript, weekly, D2
 Portland, Hallett's American Farmer and Family Magazine, monthly, G2
 Portland, Our Home and Fireside Magazine, monthly, C1
 Portland, People's Illustrated Journal, monthly, B1
 Portland, Practical Housekeeper and Ladies' Fireside Companion, monthly, A2
 Portland, Thrifty Farmer and Fireside Magazine, monthly, D1

MARYLAND.

Baltimore, American, daily, D1
 Baltimore, American, Sundays, C1
 Baltimore, American, weekly, D1
 Baltimore, Deutsche Correspondent, d'ty, D2
 Baltimore, Morning Herald, daily, D2
 Baltimore, Sunday Herald, Sundays, E2
 Baltimore, Herald, weekly, F2
 Baltimore, News, daily, E1
 Baltimore, Sunday News, Sundays, E1
 Baltimore, Sun, daily, D2
 Baltimore, Sun, weekly, G2
 Baltimore, Catholic Mirror, weekly, G2
 Baltimore, Every Saturday, weekly, G1
 Baltimore, Gazette, weekly, E2
 Baltimore, Katholische Volks-Zeitung, weekly, F2

MASSACHUSETTS.

Baldwinville, Cottager and Ready Record, monthly, F1
 Boston, Advertiser, daily, F1
 Boston, Advertiser, weekly, F1
 Boston, Evening Record, daily, B1
 Boston, Evening Transcript, daily, F1
 Boston, Globe, daily, A1
 Boston, Sunday Globe, Sundays, A1
 Boston, Globe, weekly, A1
 Boston, Herald, daily, D1
 Boston, Sunday Herald, Sundays, A1
 Boston, Morning Journal, daily, C2
 Boston, Evening Journal, daily, C2
 Boston, Journal, weekly, E1
 Boston, Post, daily, E1
 Boston, Traveler, daily, F1
 Boston, American Traveller, weekly, G2
 Boston, American Cultivator, weekly, D1
 Boston, Banker and Tradesman and Massachusetts Law Reporter, weekly, G1
 Boston, Banner of Light, weekly, F1
 Boston, Bercing World and L. A. W. Bulletin, weekly, F2
 Boston, Charlestown Enterprise, weekly, G1
 Boston, Christian Leader, weekly, G1

MASSACHUSETTS.

Boston, Christian Register, weekly, G 1
 Boston, Christian Witness and Advocate of Bible Holiness, weekly, G 2
 Boston, Commercial Bulletin, weekly, G 2
 Boston, Commercial Reporter, weekly, F 1
 Boston, Commonwealth, weekly, G 1
 Boston, Congregationalist, weekly, D 1
 Boston, Golden Rule, weekly, C 2
 Boston, Illustrated Police News, weekly, B 1
 Boston, Journal of Education, weekly, E 2
 Boston, Manufacturers' Gazette, weekly, G 2
 Boston, Massachusetts Ploughman and New England Journal of Agriculture, weekly, G 2
 Boston, Morning Star, weekly, G 2
 Boston, New England Farmer, weekly, F 1
 Boston, New England Grocer, weekly, E 2
 Boston, Our Sunday Afternoon, bi-weekly, G 1
 Boston, Pilot, weekly, C 1
 Boston, Republic, weekly, C 1
 Boston, Saturday Evening Gazette, weekly, G 1
 Boston, South Boston Inquirer, weekly, G 1
 Boston, Times, Sundays, G 1
 Boston, Walcott, weekly, F 1
 Boston, Waverly Magazine, weekly, E 2
 Boston, World's Crisis and Second Advent Messenger, weekly, G 2
 Boston, Yankee Blade, weekly, B 1
 Boston, Youth's Companion, weekly, A 2
 Boston, Zion's Herald, weekly, F 1
 Boston, A B C Pathfinder Railway Guide, monthly, F 1
 Boston, American Legion of Honor Journal, monthly, G 1
 Boston, American Teacher, monthly, D 2
 Boston, Atlantic Monthly, G 2
 Boston, Babyland, monthly, G 2
 Boston, Ballou's Magazine, monthly, F 1
 Boston, Baptist Missionary Magazine, monthly, G 2
 Boston, Chauntaqua Young Folks' Journal, monthly, G 1
 Boston, Contributor, monthly, D 2
 Boston, Cottage Hearth, monthly, D 1
 Boston, Donahoe's Magazine, monthly, G 2
 Boston, Galop, monthly, G 1
 Boston, Helping Hand, monthly, D 1
 Boston, Home, monthly, D 1
 Boston, Household Companion, monthly, D 2
 Boston, Household Monthly, B 1
 Boston, Knights of Honor Reporter, m'y, D 1
 Boston, Leader, monthly, C 2
 Boston, Missionary Herald, monthly, E 2
 Boston, Musical Record, monthly, G 1
 Boston, New England Fireside, monthly, D 2
 Boston, Our Little Men and Women, m'y, E 1
 Boston, Our Little Ones and the Nursery, monthly, D 2
 Boston, Pansy, monthly, D 1
 Boston, Popular Education, monthly, C 2
 Boston, Popular Science News and Journal of Chemistry, monthly, G 1
 Boston, Royal Arcanum Guide and Candidate, monthly, G 2
 Boston, Social Visitor Magazine, monthly, E 2
 Boston, Textile Manufacturing World, monthly, F 1
 Boston, Wide-awake, monthly, C 1
 Boston, Writer, monthly, G 1
 Brockton, Enterprise, daily, G 1
 Greenfield, Gazette and Courier, weekly, G 1
 Lowell, News, daily, G 1
 Lynn, Evening Item, daily, G 2
 Lynn, Ingalls' Home Magazine, monthly, G 2
 Lynn, Modern Priscilla, monthly, G 1
 New Bedford, Evening Standard, daily, F 1
 Salem, Evening News, daily, G 1
 Salem, Peabody's Fireside Favorite, m'y, G 1
 Somerville, Journal, weekly, G 1
 Springfield, News, daily, F 1
 Springfield, Republican, daily, G 2
 Springfield, Sunday Republican, Sundays, G 1
 Springfield, Homestead, weekly, G 1
 Springfield, New England Homestead, weekly, C 1
 Springfield, Good Housekeeping, bi-weekly, F 2
 Springfield, Farm and Home, semi-weekly, A 2
 Springfield, Domestic Journal, monthly, G 1
 Springfield, Paper World, monthly, G 1
 Worcester, Evening Gazette, daily, G 1
 Worcester, Spy, daily, G 1
 Worcester, Sunday Spy, Sundays, G 1
 Worcester, Massachusetts Spy, weekly, G 1
 Worcester, Practical Mechanic, monthly, G 1

MICHIGAN.

Battle Creek, Good Health, monthly, E 1
 Detroit, Familien Blatter, weekly, G 1
 Detroit, Evening News, daily, C 2
 Detroit, Sunday News, Sundays, C 1
 Detroit, Echo, weekly, F 1
 Detroit, Free Press, daily, A 1
 Detroit, Free Press, weekly, C 1
 Detroit, Journal, daily, D 1
 Detroit, Tribune, daily, D 1
 Detroit, Tribune, Sundays, C 1
 Detroit, Tribune, weekly, C 1
 Detroit, Angelus, Sundays, G 2
 Detroit, Commercial Advertiser and Michigan Home Journal, weekly, D 2
 Detroit, Courier, weekly, F 1
 Detroit, Lamp of Life, weekly, F 1
 Detroit, Michigan Christian Advocate, weekly, E 1
 Detroit, Sunday Sun, Sundays, D 1
 Detroit, Druggists' Bulletin, monthly, G 2
 Detroit, Pharmaceutical Era, monthly, F 2
 Detroit, Therapeutic Gazette, monthly, F 2
 Detroit, Leonard's Illustrated Medical Journal, quarterly, F 1
 East Saginaw, Courier-Herald, weekly, C 1
 Grand Rapids, Michigan Tradesman, w'y, G 1
 Grand Rapids, Saturday Telegram, w'y, G 1
 Grand Rapids, Hearth and Hall, monthly, G 2
 Lansing, Center, weekly, G 2
 Port Huron, Bee Hive, monthly, G 2
 Port Huron, Michigan Maccabee, m'thly, F 1
 Port Huron, Patron's Guide, monthly, C 1

MINNESOTA.

Minneapolis, Journal, daily, C 1
 Minneapolis, Tribune, daily, E 1
 Minneapolis, Sunday Tribune, Sundays, E 2
 Minneapolis, Farmers' Tribune, weekly, F 1
 Minneapolis, Northwestern Presbyterian, weekly, G 1
 Minneapolis, Svenska Amerikaniska Posten, weekly, F 2
 Minneapolis, Svenska Folkets Tidning, weekly, F 2
 Minneapolis, Veckoblad, weekly, G 1
 Minneapolis, Farm, Stock and Home, semi-monthly, E 2
 Minneapolis, Housekeeper, semi-monthly, A 1
 Minneapolis, Illustrator, monthly, G 2
 Minneapolis, Northwestern Agriculturist, monthly, G 1
 Minneapolis, Northwestern Mechanic, monthly, G 1
 Minneapolis, Young People's Companion, monthly, G 2
 St. Paul, Die Volkszeitung, weekly, F 2
 St. Paul, Dispatch, daily, F 2
 St. Paul, Globe, daily, E 2
 St. Paul, Globe, weekly, E 2
 St. Paul, Globe, Sundays, C 1
 St. Paul, News, daily, G 2
 St. Paul, Pioneer Press, daily, D 1
 St. Paul, Sunday Pioneer Press, Sundays, D 2
 St. Paul, Pioneer Press, weekly, G 2
 St. Paul, Der Wanderer, weekly, G 2
 St. Paul, Herald, weekly, C 1
 St. Paul, National Reporter System, w'y, C 1
 St. Paul, Nordvesten, weekly, G 2
 St. Paul, Skaffaren, weekly, G 1
 St. Paul, A. O. U. W. Guide, semi-monthly, D 1
 St. Paul, Northwest Magazine, monthly, D 1

MISSISSIPPI.

Jackson, Clarion-Ledger, weekly, G 2

MISSOURI.

Kansas City, Drivers' Telegram, daily, G 1
 Kansas City, Evening News, daily, F 2
 Kansas City, Journal, daily, E 1
 Kansas City, Journal and Agriculturist, weekly, C 1
 Kansas City, Sunday Journal, Sundays, C 1
 Kansas City, Star, daily, C 1
 Kansas City, Times, daily (including Sunday), E 1
 Kansas City, Times, weekly, C 1
 Kansas City, Live-Stock Indicator, Record and Farmer, weekly, G 2
 Kansas City, Progressive Age, monthly, G 2
 St. Joseph, Gazette, weekly, G 2
 St. Louis, Amerika, daily, F 1
 St. Louis, Amerika, Sundays, E 2
 St. Louis, Amerika, weekly, C 1
 St. Louis, Anzeiger des Westens, daily, F 1
 St. Louis, Anzeiger des Westens, Sundays, E 1

MISSOURI.

St. Louis, Anzeiger des Westens, weekly, E2
 St. Louis, Die Westliche Post, daily, F1
 St. Louis, Die Westliche Post, weekly, E2
 St. Louis, Die Westliche Post, Sundays, E2
 St. Louis, Evening Chronicle, daily, C1
 St. Louis, Evening Star-Sayings, daily, D1
 St. Louis, Sunday Star-Sayings, Sundays, C3
 St. Louis, Globe-Democrat, daily, B1
 St. Louis, Globe-Democrat, Sundays, B1
 St. Louis, Globe-Democrat, weekly, B1
 St. Louis, Post-Dispatch, daily, C2
 St. Louis, Republic, daily, C1
 St. Louis, Republic, Sundays, C1
 St. Louis, Republic, weekly, B1
 St. Louis, American Baptist, weekly, F3
 St. Louis, American Celt, weekly, F1
 St. Louis, Bulletin of Commerce, weekly, G2
 St. Louis, Central Baptist, weekly, F1
 St. Louis, Central Christian Advocate, weekly, F2
 St. Louis, Christian Advocate, weekly, D1
 St. Louis, Christian Evangelist, weekly, E2
 St. Louis, Church Progress and Catholic World, weekly, F2
 St. Louis, Colman's Rural World, w'kly, F1
 St. Louis, Critic, Sundays, E1
 St. Louis, Der Herold des Glaubens, w'ty, F1
 St. Louis, Humorist, weekly, F1
 St. Louis, Jewish Voice, weekly, G1
 St. Louis, Journal of Agriculture and American Stock Breeder, weekly, C2
 St. Louis, Mid-Continent, weekly, G2
 St. Louis, Presbyterian, weekly, G1
 St. Louis, Spectator, weekly, C2
 St. Louis, Sporting News, weekly, C2
 St. Louis, Trade Review, weekly, G2
 St. Louis, Western Trade Journal, w'kly, G2
 St. Louis, School and Home, semi-m'thly, G1
 St. Louis, American Journal of Education, monthly, F1
 St. Louis, Christian Sunday School Teacher, monthly, G1
 St. Louis, El Comercio del Valle, monthly, F1
 St. Louis, Farm Machinery, monthly, F1
 St. Louis, Fashion and Fancy, monthly, F1
 St. Louis, Ford's Christian Repository and Home Circle, monthly, G2
 St. Louis, Home Farm and Factory and Live Stock Journal, monthly, C1
 St. Louis, Kunkel's Musical Review, m'ty, F1
 St. Louis, Medical Brief, monthly, C1
 St. Louis, Merchant, Miller and Manufacturer, monthly, G2
 St. Louis, Overseer, monthly, G1
 St. Louis, St. Louis Magazine, monthly, D2
 St. Louis, Word and Works, monthly, F1

MONTANA.

Helena, Montana Farming and Stock Journal, weekly, G1

NEBRASKA.

Beatrice, Woman's Tribune, weekly, F1
 Lincoln, Nebraska Farmer, weekly, F2
 Lincoln, Western Resources, every ten days, G2
 Omaha, Bee, daily, E2
 Omaha, Sunday Bee, Sundays, E2
 Omaha, Bee, weekly, C2
 Omaha, Democrat, daily, G1
 Omaha, Evening Republican and Dispatch, daily, E1
 Omaha, Republican, weekly, E1
 Omaha, World-Herald, daily, F2
 Omaha, Den Danske Pioneer, weekly, G2
 Omaha, Western Stockman and Cultivator, semi-monthly, D2
 Omaha, Western Merchant, monthly, G1

NEW HAMPSHIRE.

Concord, Independent Statesman, w'kly, G1
 Concord, People and Patriot, weekly, G1
 Manchester, Mirror and Farmer, weekly, C1
 Manchester, Union, daily, F1
 Manchester, Union, weekly, F2

NEW JERSEY.

Camden, Courier, daily, G1
 Jersey City, Evening Journal, daily, F1
 Jersey City, Sunday Morning News, Sunday, G1
 Little Silver, Orchard and Garden, m'ty, C1
 Newark, Advertiser, daily, G1
 Newark, Evening News, daily, G1
 Newark, Journal, daily, G1

NEW JERSEY.

Newark, Der Kraecher, Sundays, G1
 Newark, Sunday Call, Sundays, E2
 Paterson, Bakers' Journal, weekly, G1
 Princeton, Mercer County Christian Worker, monthly, G2
 Trenton, State Gazette, weekly, G1
 Trenton, Sunday Advertiser, Sundays, G1

NEW YORK.

Albany, Argus, daily, G2
 Albany, Argus, Sundays, G2
 Albany, Argus, weekly, F1
 Albany, Evening Journal, daily, C1
 Albany, Evening Journal, weekly, C2
 Albany, Evening Union, daily, F2
 Albany, Morning Express, daily, G2
 Albany, Press and Knickerbocker, daily, G2
 Albany, Sunday Press, Sundays, F1
 Albany, Cultivator and Country Gentleman, weekly, E1
 Albany, Sunday Telegram, Sundays, C1
 Brooklyn, Brooklyn Free Press, daily, G2
 Brooklyn, Long Islander, Sundays, G2
 Brooklyn, Citizen, daily, G2
 Brooklyn, Eagle, daily, D1
 Brooklyn, Sunday Eagle, Sunday, D1
 Brooklyn, Standard Union, daily, G1
 Brooklyn, Times, daily, F1
 Brooklyn, Catholic Youth, Sundays, F1
 Brooklyn, Record of the C. B. L., monthly, G2
 Buffalo, Commercial Advertiser, daily, F1
 Buffalo, Courier, daily, G1
 Buffalo, Sunday Courier, Sundays, C2
 Buffalo, Evening News, daily, C2
 Buffalo, Sunday Morning News, Sundays, F2
 Buffalo, Farmers' Journal and Live Stock Review, weekly, G1
 Buffalo, Morning Express, daily, G2
 Buffalo, Sunday Morning Express, Sunday, D2
 Buffalo, Times, daily, C1
 Buffalo, Sunday Times, Sundays, D2
 Buffalo, Deutsches Volksblatt, semi-w'kly, G1
 Buffalo, Catholic Union and Times, w'kly, G2
 Buffalo, Christian Advocate, weekly, G2
 Buffalo, Saturday Tidings, Sundays, C1
 Buffalo, National Coopers' Journal, m'ty, G1
 Buffalo, Popular Gardening, monthly, D2
 Buffalo, Quaker Magazine, monthly, G1
 Buffalo, Trained Nurse, monthly, G2
 Buffalo, Business Educator, quarterly, G2
 Elmira, Telegram, Sundays, G1
 Floral Park, Mayflower, monthly, A2
 Hornellsville, Farmers' Club Journal, semi-monthly, G2
 Hudson, Drafted Men's Advocate, m'ty, G2
 New York, Commercial Advertiser, daily, F1
 New York, Courier Des Etats-Unis, daily, G1
 New York, Courier Des Etats-Unis, Sunday, G2
 New York, Courier Des Etats-Unis, w'kly, F1
 New York, Evening Post, daily, F2
 New York, Evening Telegram, daily, E2
 New York, Herald, daily, E1
 New York, Herald, weekly, E1
 New York, Jewish Gazette, weekly, G1
 New York, Journal of Commerce, daily, G2
 New York, Mail and Express, daily, C1
 New York, Mail and Express, weekly, F1
 New York, Morning Journal, daily, A2
 New York, Morning Journal, Sunday, B2
 New York, News, daily, A2
 New York, Sunday News, Sundays, B2
 New York, New Yorker Herald, daily, D1
 New York, New Yorker Tages-Nachrichten, daily, C1
 New York, Sonntags Nachrichten, Sunday, C1
 New York, New Yorker Volks Zeitung, daily, E1
 New York, New Yorker Volks Zeitung, weekly, G2
 New York, Sonntag-Blatt, Sundays, E2
 New York, New Yorker Zeitung, daily, D1
 New York, New Yorker Revue and Beobachter Am Hudson, Sunday, D2
 New York, Press, daily, B1
 New York, Press, Sundays, C2
 New York, Staats Zeitung, daily, B1
 New York, Staats Zeitung, weekly, E2
 New York, Sonntagsblatt Der Staats-Zeitung, Sunday, C2
 New York, Star, daily, F1
 New York, Star, weekly, E1
 New York, Sun, daily, D2

NEW YORK.

New York, Evening Sun, daily, B1
 New York, Sun, weekly, B1
 New York, Sun, Sundays, A1
 New York, Times, daily, C2
 New York, Times, Sundays, B1
 New York, Times, weekly, C1
 New York, Tribune, daily, C2
 New York, Tribune, semi weekly, E2
 New York, Tribune, weekly, B2
 New York, Tribune, Sundays, B1
 New York, World, morning, A2
 New York, World, evening, A2
 New York, World, weekly, B2
 New York, World, Sunday, A2
 New York, American Analyst, weekly, C1
 New York, American Banker, weekly, G1
 New York, American Dairyman, weekly, G2
 New York, American Economist and Tariff League Bulletin, weekly, G1
 New York, American Machinist, weekly, E2
 New York, American Musician, weekly, G1
 New York, American Sentinel, weekly, D1
 New York, Amerikanische Schweizer Zeitung, weekly, F1
 New York, Argosy, weekly, B2
 New York, Belletristisches Journal, w'ly, D2
 New York, Boys of New York, weekly, C1
 New York, Bradstreet's, weekly, G1
 New York, Brooklyn Journal, weekly, G2
 New York, Bullinger's Monitor Guide, w'y, G1
 New York, Butchers' Advocate and Market Journal, weekly, G2
 New York, Catholic News, Sundays, A2
 New York, Catholic Review, weekly, G2
 New York, Christian Advocate, weekly, B1
 New York, Christian at Work, weekly, E2
 New York, Christian Herald and Signs of Our Times, weekly, C2
 New York, Christian Inquirer, weekly, G2
 New York, Christian Intelligencer, w'ly, G1
 New York, Christian Union, weekly, E2
 New York, Churchman, weekly, E1
 New York, Clipper, weekly, E2
 New York, Critic, weekly, G1
 New York, Deutsche-Amerikanische Baeker Zeitung, weekly, G2
 New York, Dispatch, Sundays, D2
 New York, Dramatic Mirror, weekly, G1
 New York, Dramatic News, weekly, F1
 New York, Dramatic Times, weekly, E1
 New York, Dry Goods Chronicle and Fancy Goods Review, weekly, G1
 New York, Electric Age, weekly, G1
 New York, Electrical World, weekly, G1
 New York, Evangelist, weekly, F1
 New York, Examiner, weekly, D1
 New York, Family Story Paper, weekly, A2
 New York, Financier, weekly, G2
 New York, Fireside Companion, weekly, A2
 New York, Forest and Stream, weekly, F1
 New York, Frank Leslie's Illustrated Newspaper, weekly, C2
 New York, Frank Leslie's Illustrierte Zeitung, weekly, E2
 New York, Freeman's Journal and Catholic Register, weekly, E1
 New York, Golden Hours, weekly, C2
 New York, Golden Weekly, C2
 New York, Harper's Bazar, weekly, B2
 New York, Harper's Weekly, B2
 New York, Harper's Young People, w'ly, C1
 New York, Hebrew Standard, weekly, F1
 New York, Home Journal, weekly, G1
 New York, Illustrated Christian Weekly, F1
 New York, Illustrated News, weekly, F1
 New York, Independent, weekly, E2
 New York, Irish American, weekly, G2
 New York, Irish World and American Industrial Liberator, weekly, C2
 New York, Iron Age, weekly, C2
 New York, Jewish Messenger, weekly, G1
 New York, Judge, weekly, B1
 New York, Katholisches Volksblatt, w'y, C2
 New York, Ledger, weekly, A1
 New York, Life, weekly, C1
 New York, Mackey's A B C Guide, weekly, G1
 New York, Medical Journal, weekly, G1
 New York, Medical Record, weekly, F2
 New York, Metal Worker, weekly, F1
 New York, Munsey's Weekly, D1
 New York, Nachrichten aus Deutschland und Der Schweiz, weekly, G2
 New York, Nation, weekly, G1
 New York, National Grocer, weekly, F1
 New York, National Police Gazette, w'ly, A1

NEW YORK.

New York, New Jersey Revue, weekly, G1
 New York, New Yorker Platt-Deutsche Post, weekly, G2
 New York, New Yorker Schwaebisches Wochenblatt, weekly, F1
 New York, Observer, weekly, F2
 New York, Once a Week, weekly, B2
 New York, Our Youth, weekly, E2
 New York, Paper Mill, weekly, G1
 New York, Pioneer, weekly, F2
 New York, Printers' Ink, weekly, B2
 New York, Puck, weekly, B2
 New York, Puck (German), weekly, F1
 New York, Railroad Gazette, weekly, G1
 New York, Rural New Yorker, weekly, C1
 New York, School Journal, weekly, F1
 New York, Science, weekly, G1
 New York, Scientific American, weekly, C2
 New York, Scientific American Architects' and Builders' Edition, monthly, F1
 New York, Scientific American Supplement, weekly, G2
 New York, Scottish American, weekly, F1
 New York, Spirit of the Times, weekly, F1
 New York, Sporting Times, Sundays, D2
 New York, Sportman, weekly, F1
 New York, Standard, weekly, C1
 New York, Studio, weekly, G2
 New York, Sunday Democrat, Sundays, E1
 New York, Sunday Mercury, Sundays, F1
 New York, Mercury, weekly, D2
 New York, Sunday Times and Messenger, Sundays, G2
 New York, Sunday Union and Catholic Times, weekly, G1
 New York, Tablet, weekly, G2
 New York, Tablet (Tuesday's issue), G2
 New York, Texas Siftings, weekly, B2
 New York, Town Topics, weekly, C2
 New York, Truth, weekly, E2
 New York, Turf Field and Farm, weekly, G2
 New York, Union Printer, weekly, F2
 New York, Voice, weekly, E2
 New York, Weekly, A1
 New York, Witness, weekly, B1
 New York, Art Interchange, bi-weekly, D1
 New York, Church Record, semi-m'y, C1
 New York, Dorcas Magazine, semi-m'y, G2
 New York, Mechanical News, semi-m'y, G2
 New York, Pharmaceutical Record, semi-monthly, G1
 New York, American Agriculturist, m'y, A1
 New York, American Druggist, monthly, G2
 New York, American Gardener, monthly, D1
 New York, American Journal of Obstetrics, monthly, G1
 New York, American Mail and Export Journal, monthly, G1
 New York, American Merchant, monthly, G2
 New York, American Missionary, m'y, C1
 New York, American Tailor and Cutter, monthly, G1
 New York, Archives of Gynecology, Obstetrics and Paediatrics, monthly, G1
 New York, Art Amateur, monthly, F2
 New York, Babyhood, monthly, G2
 New York, Baptist Home Mission Monthly, G1
 New York, Belford's Magazine, monthly, C1
 New York, Book Buyer, monthly, G2
 New York, Carpentry and Building, m'y, E2
 New York, Cassell's Family Magazine, monthly, C1
 New York, Century Magazine, monthly, A2
 New York, Church Union, monthly, E2
 New York, Confectioner, monthly, G2
 New York, Consumers' Journal, monthly, G1
 New York, Converted Catholic, monthly, G1
 New York, Cosmopolitan, monthly, C2
 New York, Decorator and Furnisher, m'y, G1
 New York, Delineator, monthly, A2
 New York, Demorest's Illustrated Magazine, monthly, C2
 New York, Dr. Foote's Health Monthly, F2
 New York, Domestic Monthly, C1
 New York, Drake's Magazine, monthly, E2
 New York, Druggist's Circular and Chemical Gazette, monthly, F1
 New York, Fl Announcer, monthly, G1
 New York, Fancy Goods Graphic, m'y, G1
 New York, Fashion Bazar, monthly, D2
 New York, Fireside Monthly, E1
 New York, Forum, monthly, F2
 New York, Frank Leslie's Budget, m'y, D2
 New York, Frank Leslie's Pleasant Hours, monthly, D2

NEW YORK.

New York, Frank Leslie's Popular Monthly, B2
 New York, Gospel in All Lands, monthly, G2
 New York, Grand Army Gazette and National Guardsman, monthly, G1
 New York, Hall's Journal of Health, m'ty, F1
 New York, Harper's New Magazine, m'ty, A2
 New York, Home and Country, monthly, C1
 New York, Home Maker, monthly, F1
 New York, Home Missionary, monthly, C1
 New York, Homiletic Review, monthly, E1
 New York, Household Companion, m'ty, B3
 New York, Household Journal, monthly, B2
 New York, Housewife, monthly, A1
 New York, Illustrated Companion, m'ty, B2
 New York, International Journal of Surgery, monthly, F1
 New York, Jewelers' Circular and Horological Review, monthly, G1
 New York, Journal of the Telegraph, m'ty, E2
 New York, Ladies' World, monthly, F1
 New York, Lady's Bazar, monthly, F2
 New York, L'Art De La Mode, monthly, C1
 New York, Magazine of Art, monthly, D1
 New York, Manufacturer and Builder, monthly, F2
 New York, Medical Abstract, monthly, G1
 New York, Menorah, monthly, G1
 New York, Metronome, monthly, G2
 New York, Metropolitan, monthly, A2
 New York, Missionary Review of the World, monthly, G1
 New York, Mme. Demorest Fashion Journal, monthly, F1
 New York, National Temperance Advocate, monthly, G2
 New York, North American Review, m'ty, C2
 New York, Office, monthly, G1
 New York, Old and New Testament Student, monthly, G1
 New York, Our Country Home, monthly, A1
 New York, Outing, monthly, D2
 New York, Pennant's Art Journal, m'ty, G2
 New York, People's Home Journal, m'ty, A1
 New York, Photographic World, monthly, F1
 New York, Physiological Journal and Science of Health, monthly, G1
 New York, Plain Talk, monthly, G1
 New York, Popular Science Monthly, F2
 New York, Power Steam, monthly, F2
 New York, Puck's Library, monthly, C1
 New York, Quiver, monthly, C2
 New York, Rainbow, monthly, D1
 New York, Revista Popular, monthly, G2
 New York, St. Andrew's Cross, monthly, F1
 New York, St. Nicholas, monthly, B1
 New York, Sartorial Art Journal, m'ty, G2
 New York, Scribner's Magazine, monthly, B2
 New York, Shroud, monthly, G1
 New York, Spirit of Missions, monthly, G2
 New York, Sunday School Journal, m'ty, A1
 New York, Sunnyside, monthly, G1
 New York, Teacher, monthly, G1
 New York, Teachers' Institute and Practical Teacher, monthly, C2
 New York, Temperance, monthly, G2
 New York, Treasure Trove, monthly, D1
 New York, Treasury for Pastor and People, monthly, G2
 New York, Universal Magazine, m'ty, G1
 New York, Welcome Friend, monthly, D1
 New York, Woman's Work for Woman and Our Mission Field, monthly, E1
 New York, Woman's World, monthly, F1
 New York, X-Y-Z Railway and Steamboat Guide, monthly, G2
 New York, Young Catholic, monthly, G2
 New York, Book Record, bi monthly, G2
 New York, Business Woman's Journal, bi-monthly, G2
 New York, Fur, Fin and Feather, bi-m'ty, G1
 New York, Shoppell's Modern Houses, q'ty, F1
 Port Jervis, Orange Co. Farmer, weekly, D1
 Poughkeepsie, Sunday Courier, Sundays, G1
 Rochester, Express, daily, E1
 Rochester, Democrat and Chronicle, daily, E1
 Rochester, Evening Times, daily, F1
 Rochester, Morning Herald, daily, F2
 Rochester, Herald, weekly, G1
 Rochester, Post-Express, daily, G2
 Rochester, Union and Advertiser, daily, F1
 Rochester, American Rural Home, w'kly, A2
 Rochester, Jewish Tidings, weekly, G1
 Rochester, Sunday Morning Herald, Sundays, F1
 Rochester, Budget, monthly, G2

NEW YORK.

Rochester, Educational Gazette, monthly, G2
 Rochester, Vick's Illustrated Magazine, monthly, F1
 Rochester, Green's Fruit Grower, q'ty, C2
 Rome, Harness Gazette, monthly, G1
 Syracuse, Evening Herald, daily, F1
 Syracuse, Sunday Herald, Sundays, G1
 Syracuse, Journal, daily, G1
 Syracuse, Morning Standard, daily, G1
 Syracuse, Northern Christian Advocate, weekly, G2
 Syracuse, Sunday Times, Sundays, F1
 Syracuse, School Bulletin and New York State Educational Journal, monthly, G1
 Troy, Morning Telegram, daily, G1
 Troy, Press, daily, F1
 Troy, Press, weekly, G2
 Troy, Times, daily, F1
 Troy, Times, weekly, F1
 Troy, Catholic Weekly, G1
 Troy, Northern Budget, Sundays, D2
 Troy, Observer, Sundays, G1
 Utica, Observer, weekly, G1
 Utica, Press, daily, G2
 Utica, Saturday Globe, weekly, A2
 Utica, Sunday Tribune, Sundays, G1
 Utica, Y Drych, weekly, G2

NORTH CAROLINA.

Raleigh, Biblical Recorder, weekly, G1
 Raleigh, Progressive Farmer, weekly, G2
 Raleigh, State Chronicle, weekly, G1
 Winston, School Teacher, monthly, G1

OHIO.

Akron, American Farm News, monthly, B3
 Alliance, American Carp Culture, m'ty, G1
 Bradford, Pythian News, monthly, G1
 Cincinnati, Cincinnati Zeitungs, daily, G1
 Cincinnati, Commercial Gazette, daily, D2
 Cincinnati, Commercial Gazette, weekly, C1
 Cincinnati, Enquirer, daily, C1
 Cincinnati, Enquirer, weekly, B1
 Cincinnati, Evening Post, daily, G1
 Cincinnati, Freie Presse, daily, G1
 Cincinnati, Freie Presse, Sundays, G2
 Cincinnati, Tagliche Abend Presse, daily, G1
 Cincinnati, Times Star, daily, D2
 Cincinnati, Times, weekly, D1
 Cincinnati, Volksblatt, daily, G2
 Cincinnati, Volksblatt, weekly, G2
 Cincinnati, Westliche Blaetter, Sundays, D2
 Cincinnati, Volksfreund, weekly, G2
 Cincinnati, Sonntagsmorgen, Sundays, F1
 Cincinnati, American Orange Bulletin, weekly, B1
 Cincinnati, American Israelite, weekly, E2
 Cincinnati, Christian Leader, weekly, G1
 Cincinnati, Christian Standard, weekly, C1
 Cincinnati, Der Christliche Apologete, w'y, F2
 Cincinnati, Die Deborah, weekly, G2
 Cincinnati, Herald and Presbyterian, w'kly, D1
 Cincinnati, Journal and Messenger, w'y, F1
 Cincinnati, Wahrheitsfreund, weekly, F1
 Cincinnati, Western Christian Advocate, weekly, D2
 Cincinnati, Chautauqua Camp and Fireside, monthly, F2
 Cincinnati, Express Gazette, monthly, G1
 Cincinnati, National Normal Exponent, monthly, F1
 Cincinnati, Nonpareil, monthly, G2
 Cleveland, Anseiger, daily, G1
 Cleveland, Anseiger, Sundays, G1
 Cleveland, Leader and Morning Herald, daily, D1
 Cleveland, Evening News and Herald, daily, D1
 Cleveland, Leader, weekly, D3
 Cleveland, Sunday Leader, Sundays, D1
 Cleveland, Plain Dealer, daily, E2
 Cleveland, Plain Dealer, weekly, D1
 Cleveland, Press, daily, G2
 Cleveland, Catholic Light, weekly, G1
 Cleveland, Der Christliche Botschafter, weekly, E2
 Cleveland, Evangelical Messenger, w'kly, F1
 Cleveland, Ohio Practical Farmer, w'kly, B2
 Cleveland, Sun and Voice, Sundays, E1
 Cleveland, Sun, weekly, G3
 Cleveland, Union Gospel News, weekly, B1
 Cleveland, Brotherhood of Locomotive Engineers' Journal, monthly, D2
 Cleveland, Evangelische Magazin, m'ty, G2
 Cleveland, Our Youth's Friend, monthly, G1

OHIO.

Columbus, Evening Dispatch, daily, G 2
 Columbus, Evening Post, daily, G 1
 Columbus, Ohio State Journal, daily, F 1
 Columbus, Ohio State Journal, weekly, D 2
 Columbus, Press, daily, G 2
 Columbus, Press, weekly, G 2
 Columbus, Der Westbote, weekly, G 1
 Columbus, Catholic Columbian, weekly, G 1
 Columbus, Ohio Waisenfreund, weekly, C 1
 Columbus, Sunday Morning Tribune and Capital, Sundays, F 1
 Columbus, City and Country, monthly, B 1
 Columbus, Masonic Chronicle, monthly, G 1
 Columbus, Modern Office, monthly, G 1
 Dayton, Religious Telescope, weekly, F 1
 Dayton, Young Catholic Messenger, semi-monthly, G 2
 Dayton, Farmer's Home, monthly, E 1
 Dayton, Our Bible Teacher, monthly, G 1
 Delaware, Woorang Home Mission, m'tly, F 1
 Medina, Gleanings in Bee Culture, semi-monthly, G 2
 Springfield, Beacon, weekly, C 1
 Springfield, Lutheran Evangelist, w'kly, G 1
 Springfield, New Era and Delaware signal, weekly, G 2
 Springfield, Farm and Fireside, semi-monthly, A 2
 Springfield, Ladies' Home Companion, semi-monthly, B 2
 Toledo, Bee, daily, G 2
 Toledo, Bee, weekly, F 2
 Toledo, Blade, daily, F 1
 Toledo, Blade, weekly, A 1
 Toledo, Industrial Farm and Fireside, w'kly, G 1
 Toledo, Industrial News and Household Companion, weekly, G 2
 Wooster, Royal Arcanum Journal, m'tly, G 1
 Youngstown, Evening Telegram, daily, G 1
 Zanesville, Shepherd's National Journal and Rural Era, monthly, E 1

OREGON.

Portland, Morning Oregonian, daily, F 1
 Portland, Sunday Oregonian, Sundays, G 2
 Portland, Oregonian, weekly, G 2
 Portland, West Shore, weekly, C 1

PENNSYLVANIA.

Abington, Mutual Friend, monthly, G 1
 Allentown, Welt-Bote, weekly, E 1
 Erie, Farm and Vineyard, monthly, G 1
 Fannettsburg, Park's Floral Magazine, monthly, D 1
 Harrisburg, Independent, daily, G 1
 Harrisburg, Morning Herald, daily, F 1
 Lancaster, Lutheran Observer, weekly, F 1
 La Plume, Seed-Time and Harvest, m'tly, E 1
 Meadville, Chautauquan, monthly, B 1
 Mechanicsburgh, Farmers' Friend and Grange Advocate, weekly, G 1
 Philadelphia, Call, daily, C 2
 Philadelphia, Call, weekly, E 2
 Philadelphia, Demokrat, daily, E 2
 Philadelphia, Vereinigte Staaten Zeitung, weekly, G 1
 Philadelphia, Evening Bulletin, daily, F 2
 Philadelphia, Evening Herald, daily, G 2
 Philadelphia, Evening Item, daily, A 2
 Philadelphia, Item, weekly, C 1
 Philadelphia, Sunday Item, Sundays, A 2
 Philadelphia, Evening Star, daily, F 1
 Philadelphia, Evening Telegraph, daily, E 1
 Philadelphia, Germantown Independent, weekly, G 1
 Philadelphia, Inquirer, daily, E 1
 Philadelphia, Neue Freie Presse, daily, D 1
 Philadelphia, News, daily, D 1
 Philadelphia, Sunday News, Sundays, D 1
 Philadelphia, North American, daily, B 1
 Philadelphia, Press, daily, B 2
 Philadelphia, Press, Sundays, B 2
 Philadelphia, Press, weekly, C 1
 Philadelphia, Public Ledger, daily, B 2
 Philadelphia, Record, daily, A 1
 Philadelphia, Record, Sundays, B 1
 Philadelphia, Times, daily, B 2
 Philadelphia, Times, Sundays, B 1
 Philadelphia, Times, weekly, D 2
 Philadelphia, Volksblatt, daily, G 1
 Philadelphia, Advocate, weekly, F 1
 Philadelphia, Christian Instructor and United Presbyterian Witness, weekly, G 1
 Philadelphia, Christian Recorder, w'kly, G 1

PENNSYLVANIA.

Philadelphia, Christian Standard and Home Journal, weekly, E 1
 Philadelphia, Die Neue Welt, Sundays, F 1
 Philadelphia, Germantown Telegraph, weekly, G 1
 Philadelphia, Golden Days, weekly, B 2
 Philadelphia, Guardian Angel, weekly, C 1
 Philadelphia, Journal of the Knights of Labor, weekly, D 1
 Philadelphia, Labor World, weekly, F 1
 Philadelphia, National Baptist, weekly, F 1
 Philadelphia, Nord-Amerika, weekly, G 2
 Philadelphia, Practical Farmer, weekly, G 1
 Philadelphia, Presbyterian, weekly, F 2
 Philadelphia, Presbyterian Journal, w'kly, G 1
 Philadelphia, Protestant Standard, w'kly, G 1
 Philadelphia, Reformed Church Messenger, weekly, G 1
 Philadelphia, Saturday Evening Post, weekly, C 1
 Philadelphia, Saturday Night, weekly, A 1
 Philadelphia, Sporting Life, weekly, C 1
 Philadelphia, Standard of the Cross and the Church, weekly, G 1
 Philadelphia, Sunday Dispatch, Sundays, F 1
 Philadelphia, Sunday Mercury, Sundays, F 1
 Philadelphia, Sunday School Times, w'kly, A 1
 Philadelphia, Taggart's Times, Sundays, D 2
 Philadelphia, Telephone, weekly, G 1
 Philadelphia, Our Young People, bi-w'kly, B 1
 Philadelphia, Farm and Fireside, semi-monthly, B 2
 Philadelphia, I. C. B. U. Journal, semi-monthly, G 1
 Philadelphia, Agents' Herald, monthly, C 2
 Philadelphia, Annals of Hygiene, monthly, G 2
 Philadelphia, Arthur's Home Magazine, monthly, F 2
 Philadelphia, Augsburg Sunday School Teacher, monthly, G 2
 Philadelphia, Baptist Superintendent, m'tly, G 1
 Philadelphia, Baptist Teacher, monthly, B 1
 Philadelphia, Book News, monthly, G 2
 Philadelphia, Carpenter, monthly, D 2
 Philadelphia, Christian Woman, monthly, G 2
 Philadelphia, Church at Home and Abroad, monthly, E 1
 Philadelphia, Dental Cosmos, monthly, G 1
 Philadelphia, Farm Journal, monthly, A 2
 Philadelphia, Godey's Lady's Book, m'tly, E 1
 Philadelphia, Home Queen, monthly, D 2
 Philadelphia, House Painting and Decorating, monthly, G 2
 Philadelphia, Ladies' Home Journal and Practical Housekeeper, monthly, A 2
 Philadelphia, Leisure Hours, monthly, F 1
 Philadelphia, Lippincott's Magazine, m'tly, A 1
 Philadelphia, Medical Bulletin, monthly, G 1
 Philadelphia, Medical Summary, monthly, G 1
 Philadelphia, Medical World, monthly, D 1
 Philadelphia, Millers' Review, monthly, G 1
 Philadelphia, Munyon's Illustrated World, monthly, G 2
 Philadelphia, Parlor and Kitchen, m'tly, C 1
 Philadelphia, Peterson's Magazine, m'tly, B 2
 Philadelphia, Rural Home, monthly, F 2
 Philadelphia, Table Talk, monthly, E 1
 Philadelphia, Homoeopathic Recorder, bi-monthly, G 2
 Philadelphia, Advanced Quarterly, monthly, A 2
 Philadelphia, Scholars' Quarterly, monthly, D 2
 Philadelphia, Chronicle Telegraph, daily, E 2
 Pittsburgh, Chronicle Telegraph, weekly, D 2
 Pittsburgh, Commercial Gazette, daily, D 1
 Pittsburgh, Commercial Gazette, weekly, C 1
 Pittsburgh, Dispatch, daily, C 1
 Pittsburgh, Dispatch, Sundays, B 1
 Pittsburgh, Freiheits Freund, daily, F 2
 Pittsburgh, Freiheits Freund und Pittsburgher Courier, weekly, G 1
 Pittsburgh, Leader, daily, D 1
 Pittsburgh, Leader, Sundays, D 1
 Pittsburgh, Pittsburgher Volksblatt, daily, F 1
 Pittsburgh, Post, daily, F 2
 Pittsburgh, Post, weekly, D 2
 Pittsburgh, Press, daily, E 2
 Pittsburgh, Press, Sundays, E 2
 Pittsburgh, Times, daily, B 2
 Pittsburgh, Christian Advocate, weekly, F 1
 Pittsburgh, Commoner and Glass Worker, weekly, F 1
 Pittsburgh, Methodist Recorder, weekly, G 1
 Pittsburgh, National Labor Tribune, w'kly, F 1
 Pittsburgh, National Stockman and Farmer, weekly, C 2

PENNSYLVANIA.

Pittsburgh, Presbyterian Banner, weekly, F 1
Pittsburgh, United Presbyterian, weekly, F 1
Pittsburgh, Bible Teacher, monthly, F 1
Reading, Eagle, daily, F 1
Reading, Literatur Blatt, monthly, D 2
Scranton, Republican, daily, G 1
Scranton, Truth, daily, G 2
Scranton, Sunday Free Press, Sundays, G 1
West Chester, Local News, daily, G 2
Wilkes Barre, Sunday News Dealer, Sun-
days, G 2
Williamsport, Breakfast Table, weekly, G 2
Williamsport, Pennsylvania Grit, Sun'y, D 2
Williamsport, Anti-Adulteration Journal,
monthly, F 1
York, Lutheran Missionary Journal, m'ly, E 1

RHODE ISLAND.

Providence, Evening Bulletin, weekly, D 2
Providence, Evening Telegram, daily, F 2
Providence, Evening Telegram, Sundays, E 1
Providence, Journal, daily, G 2
Providence, Sunday Journal, Sundays, G 2
Providence, Sunday Dispatch, Sundays, G 1
Woonsocket, Evening Reporter, daily, G 1

SOUTH CAROLINA.

Charleston, News and Courier, daily, G 2
Charleston, Sunday News, Sundays, G 1
Charleston, News and Courier, weekly, G 1
Columbia, Southern Christian Advocate,
weekly, G 1

SOUTH DAKOTA.

Alexandria, American Swineherd, m'tly, F 1
Huron, Dakota Farmer, semi-monthly G 1

TENNESSEE.

Chattanooga, Times, daily, G 1
Chattanooga, Times, Sundays, G 1
Chattanooga, Times, weekly, G 2
Memphis, Appeal, daily, G 1
Memphis, Appeal, Sundays, G 2
Memphis, Appeal, weekly, E 2
Memphis, Avalanche, daily, G 1
Memphis, Avalanche, Sundays, F 1
Memphis, Avalanche, weekly, C 1
Memphis, Schmitz, daily, G 2
Memphis, Sunday Times, Sundays, G 2
Memphis, Industrial Review, monthly, E 2
Nashville, American, daily, G 1
Nashville, American, weekly, D 1
Nashville, Banner, daily, G 2
Nashville, Christian Advocate, weekly, C 1
Nashville, Cumberland Presbyterian, w'ly, F 1
Nashville, Gospel Advocate, weekly, F 1
Nashville, Issue, weekly, F 1
Nashville, National Review, weekly, G 1
Nashville, Toller, weekly, G 2
Nashville, Sunday School Magazine, m'ly, D 2

TEXAS.

Austin, Statesman, weekly, G 1
Dallas, News, daily, F 1
Dallas, News, weekly, F 1
Dallas, Southern Mercury, weekly, C 1
Dallas, Texas Baptist and Herald, weekly, G 1
Dallas, Texas Christian Advocate, weekly, D 1
Dallas, Texas Farmer, weekly, F 1
Dallas, Wochenblatt der Texas Post, w'ly, G 1
Dallas, Texas Farm and Ranch, semi-
monthly, D 1
Fort Worth, Gazette, daily, G 2
Fort Worth, Gazette, weekly, F 2
Fort Worth, Texas Live Stock Journal,
weekly, G 1
Galveston, News, daily, G 2
Galveston, News, weekly, F 2
Galveston, Opera Glass, weekly, G 1
Houston, Post, daily, G 1
San Antonio, Express, semi-weekly, G 1
Waco, Street's Monthly, G 2

VERMONT.

Brattleboro, Windham Co. Reformer,
weekly, G 1
Brattleboro, Household, monthly, B 1
Brattleboro, Young Woman's Magazine,
monthly, G 1
Burlington, Free Press, weekly, G 1
Montpelier, Argus and Patriot, weekly, G 1

VIRGINIA.

Dayton, Musical Million, monthly, G 1
Richmond, Dispatch, daily, F 1
Richmond, Dispatch, weekly, F 1
Richmond, Christian Advocate, weekly, G 2
Richmond, Religious Herald, weekly, G 1

WASHINGTON.

Seattle, Post-Intelligencer, daily, G 1
Seattle, Post-Intelligencer, weekly, G 1

WEST VIRGINIA.

Wheeling, Sunday Register, Sundays, G 1
Wheeling, Ohio Valley Farmer, monthly, G 2

WISCONSIN.

Fort Atkinson, Hoard's Dairyman, w'ly, F 1
Madison, Northwestern Mail, weekly, G 1
Milwaukee, Der Seebote, weekly, G 1
Milwaukee, Evening Wisconsin, daily, F 2
Milwaukee, Wisconsin weekly, E 2
Milwaukee, Herold, daily, E 2
Milwaukee, Herold, weekly, F 1
Milwaukee, Journal, daily, G 2
Milwaukee, Sentinel, daily, F 2
Milwaukee, Sunday Sentinel, Sundays, E 1
Milwaukee, Sentinel, weekly, F 2
Milwaukee, Deutsche Warte, semi-weekly, C 1
Milwaukee, Erholungstunden, weekly, D 2
Milwaukee, Germania, semi-weekly, B 2
Milwaukee, Catholic Citizen, weekly, G 1
Milwaukee, Columbia, weekly, G 1
Milwaukee, Der Haus und Bauernfreund,
weekly, B 2
Milwaukee, Peck's Sun, weekly, D 1
Milwaukee, Sunday Telegram, Sundays, G 2
Milwaukee, Yenowine's News, Sundays, F 2
Milwaukee, Acker und Gartenbau Zeit-
ung, semi monthly, C 1
Milwaukee, Die Deutsch-Amerikanische
Gewerbe und Industrie Zeitung: Fort-
schritt der Zeit, semi-monthly, G 2
Milwaukee, United States Miller and Mill-
ing Engineer, monthly, G 1
Racine, Slave, weekly, G 1
Racine, Wisconsin Agriculturist, semi-
monthly, C 1

UTAH.

Salt Lake City, Deseret News, semi-w'ly, G 1
Salt Lake City, Salt Lake Tribune, daily, G 1
Salt Lake City, Juvenile Instructor, semi-
monthly, G 2

MANITOBA.

Winnipeg, Manitoba Free Press, weekly, G 1

NEW BRUNSWICK.

St. John, Messenger and Visitor, weekly, G 1
St. John, Progress, weekly, G 1

NOVA SCOTIA.

Halifax, Critic, weekly, G 1

ONTARIO.

Guelph, Canadian Forester, monthly, G 2
Hamilton, Times, weekly, G 1
Hamilton, Spectator, weekly, G 1
Hamilton, Canadian Church Magazine and
Mission News, monthly, G 1
Hamilton, International Royal Templar,
monthly, C 1
Kingston, British Whig, weekly, G 1
London, Advertiser, daily, G 1
London, Western Advertiser, weekly, G 2
London, Free Press, daily, G 2
London, Free Press, weekly, E 1
London, Catholic Record, weekly, G 2
London, Echo, weekly, G 1
London, Farmers' Advocate and Home
Magazine, monthly, F 1
London, Independent Forester, monthly, F 2
London, International Good Templar,
monthly, F 1
Toronto, Empire, daily, E 1
Toronto, Empire, weekly, E 1
Toronto, Evening News, daily, E 2
Toronto, News, weekly, F 2
Toronto, Evening Telegram, daily, D 1
Toronto, Globe, daily, G 1
Toronto, Globe and Canada Farmer, w'ly, C 1
Toronto, Mail, daily, D 1
Toronto, Mail, weekly, C 2
Toronto, World, daily, F 1
Toronto, Canada Presbyterian, weekly, G 2

ONTARIO.

Toronto, Canadian Baptist, weekly, G 1
 Toronto, Christian Guardian, weekly, E 1
 Toronto, Dominion Odd-Fellow, weekly, G 1
 Toronto, Farm and Fireside, weekly, E 2
 Toronto, Fireside Weekly, G 1
 Toronto, Forest and Farm, weekly, G 1
 Toronto, Grip, weekly, G 2
 Toronto, Irish Canadian, weekly, G 1
 Toronto, Presbyterian Review, weekly, G 1
 Toronto, Saturday Night, weekly, G 2
 Toronto, Sentinel and Orange and Protest-
 tant Advocate, weekly, G 2
 Toronto, Truth, weekly, D 1
 Toronto, Canadian Live Stock and Farm
 Journal, monthly, G 1
 Toronto, Ladies' Journal, monthly, C 1
 Toronto, Massey's Illustrated, monthly, E 2
 Toronto, Rural Canadian, monthly, F 1
 Toronto, Sunday School Banner, monthly, E 1

QUEBEC.

Montreal, Gazette, daily, G 1
 Montreal, La Minerve, weekly, G 1
 Montreal, La Patrie, weekly, G 1
 Montreal, La Presse, daily, E 1
 Montreal, Le Monde, daily, F 2
 Montreal, Le Monde, weekly, F 2
 Montreal, L'Etendard, daily, G 1
 Montreal, L'Etendard, weekly, G 2
 Montreal, Star, daily, C 1
 Montreal, Family Herald and Star, weekly, F 2
 Montreal, Witness, daily, F 2
 Montreal, Witness, weekly, C 2

QUEBEC.

Montreal, Canadian Journal of Commerce,
 Finance and Insurance Review, weekly, G 2
 Montreal, Canadian Trade Review, Fi-
 nance and Insurance Record, weekly, G 1
 Montreal, Le Monde Illustré, weekly, G 2
 Montreal, Les Modes Françaises Illustrées,
 weekly, F 2
 Montreal, True Witness and Catholic
 Chronicle, weekly, E 1
 Montreal, Northern Messenger, bi-weekly, C 2
 Montreal, Illustrated Journal of Agriculture,
 monthly, G 1
 Montreal, Le Journal D'Agriculture Illus-
 trée, monthly, G 1
 Montreal, Presbyterian Record, monthly, C 2
 Quebec, La Justice, weekly, G 1
 Quebec, Le Canadien, tri-weekly, G 2
 Quebec, Le Cultivateur, weekly, F 1
 Quebec, L'Evenement, daily, G 1

In preparing the circulation ratings for the American Newspaper Directory its editor asserts that it has been the practice to receive as true every statement of circulation, which was given in detail and properly signed and dated by the publisher of the paper; and the publishers of the Directory offer to pay a reward of \$100 for every case where it can be shown that such a statement was not true.

It has sometimes been asserted that statements made in detail and properly signed and dated have not received full credence at the office of the Directory. For the purpose of testing the sincerity of all such charges the publishers of the Directory have this year announced the offer of a reward of \$25 for every case where it can be shown that a publisher sent in a true detailed statement, duly signed and dated, covering a period of three months or more; and the editor of the Directory failed to rate his paper in accordance therewith.

It is found that barely one publisher in ten is willing and able to make a

definite statement of what has been the actual edition of every issue for a period of three months. In nearly every case where a definite statement is made it is certain to be a true one; and this being the case the average publisher prefers not to be definite or not to make a statement.

The real reason why so many publishers fail to make a detailed statement of actual issues is found in the fact that the public supposes the circulation of most papers to be very much greater than it is in fact, and the publisher therefore does not wish to be responsible for doing away with an illusion which is advantageous to him.

AUXILIARY SHEETS.

B. H. Allbee, of Springfield, Vt., writes to the *Press and Printer* that A. N. Kellogg, founder of the Chicago Kellogg Newspaper Union, was not the originator of "patent insides" or auxiliary sheets, as has been stated in an article recently going the rounds. Mr. Allbee says that he finds the following facts in relation to this much disputed point, in a book written by Frank W. Stiles, who is the publisher of the Springfield (Vt.) *Reporter*: "Horace H. Houghton published the first paper printed in town. It was established in 1834 and was called *The Record of the Times*. This was one of the papers which Mr. Houghton owned or managed. In a letter to the Wankin (Ia.) *Democrat*, Rev. H. W. Houghton, of Lansing, Mich., states that this was one of the following papers, the inside of which was printed at Castleton, Vt., and the sheets so printed were transported by stage and pony express to their respective offices. Following are the names of the papers: Vermont *Statesman*, Castleton, Vt.; Rutland *Herald*, Rutland, Vt.; *Free Press*, Middlebury, Vt.; Vergennes *Vermont*, Vergennes, Vt.; *Record of the Times*, Springfield, Vt. He further states that he managed the Springfield office and his deceased brother, Dr. A. H. Houghton, the one at Vergennes.

"Horace Houghton was undoubtedly the originator of the patent inside scheme. At any rate Houghton used this plan thirty years before Kellogg began business in Chicago. All this happened within the memory of men now living, and is the truth in every particular."

SOLICITORS.

A COMMON FAULT AVOIDED.

A few words should be spoken about treatment of advertisement canvassers. Their work, hard in itself, is made much more so by the way in which they are sometimes treated by those whose orders they wish to get. Their business is as legitimate as any other—just as much so as that of any traveling salesman sent out by the very houses in which they at times receive insult. Some of them have monumental cheek; but a principal cause of this is that the manner in which advertising canvassers are treated in some houses (to the credit of the community, be it said, few in number) drives many gentlemanly ones out of the business, and renders the employment of some cheeky ones almost a necessity. It is safe to say that most insults to advertising canvassers come from some underling or other,

"Drest in a little brief authority,
Most ignorant of what he's most assured;"

and would not be tolerated for a moment by their principals.

The average canvasser for advertisements is as intelligent and gentlemanly as most traveling salesmen for merchandise, and deserves from houses which he solicits in a business way, just as good treatment as those houses would wish for their own travelers.

In many cases he represents establishments that could buy and sell over and over again most of those which he solicits. A wholesale house doing a business of a million dollars a year, with a profit of \$100,000, is justly considered a "heavy" firm, and expects that its representatives will be treated with the courtesy due to the weight of the concern which sends him out. Why, then, should this establishment, much less one that would think its business colossal, if it amounted to \$100,000 a year gross—anub the ambassador of a publishing house, the yearly profits of which, as is the case with several periodicals that could be named, amount to a million?

One parting suggestion in this connection: If you make an appointment with an advertising solicitor (particularly if he is on the road, and his time especially valued for this reason) keep it. If you do not mean to, or there is very little chance that you will be able to do so, do not make it.

BORIS GLAVE.

The accompanying advertisement shows how a common mistake in a somewhat objectionable style of advertising has been successfully avoided:

HOW MANY TIMES IN OUR EXPERIENCE HAVE WE

WAITED

THINKING TO-MORROW OR NEXT DAY WOULD DO JUST AS WELL AS TODAY; AND HOW OFTEN HAVE WE FOUND THAT SOME GRAND OPPORTUNITY WAS LOST, NEVER TO BE REGAINED, BECAUSE WE WAITED

UNTIL

THE RIGHT TIME HAD PASSED? HOW MANY MEN AND WOMEN HAVE ALLOWED A COUGH OR COLD TO RUN ALONG UNTIL IT DEVELOPED INTO PNEUMONIA OR CONSUMPTION, RHEUMATISM OR NEURALGIA, AND HAVE THEN FOUND THAT IT WAS

TOO

FAR ALONG TO STOP? HOW EASILY MIGHT ALL SUCH PEOPLE HAVE PREVENTED THIS SAD ENDING BY A TIMELY USE OF PERRY DAVIS' PAIN-KILLER? HOW READILY WOULD THE TROUBLE HAVE BEEN CHECKED HAD A LITTLE OF THIS GRAND MEDICINE BEEN TAKEN IN SWEETENED WATER BEFORE IT WAS TOO

LATE.

NOW IS THE TIME TO STOP SUCH TROUBLES; NOT TO-MORROW.

As was pointed out in PRINTERS' INK some time ago, advertisers who adopt this style are apt to choose for the displayed words those which have no connection whatever with the article advertised, and, therefore, fail to attract the class of persons to whom they ought specially to appeal. They seem to find it difficult to pursue any other course, but in the instance cited here the writer of the advertisement has succeeded in selecting words for display which are directly in line with his main idea and appropriate to the uses of the article advertised. Undoubtedly this style of advertising is calculated to draw readers, and when so devised, as in this instance, to draw the class of readers the advertiser wants to reach, it is, without doubt, an effective style.

Don't be prejudiced. Because at one time you put a short local in your town newspaper for one week, and "cartooned" all the fence boards in the vicinity, don't give up, get discouraged, and say that you have tried advertising, resolved that it didn't pay and decided not to do any more of it.—*Warren (Ill.) Sentinel.*

ADVERTISING IRREGULARITIES.

An article by Mr. John Irving Romer, entitled "Free Gratis Advertising," in a late issue of *PRINTERS' INK*, is one that should be carefully read by all newspaper publishers. Publishers have been prone to encourage the free insertion of reading matter notices for the houses with whom they have been accustomed to do business, and for what reason they have inserted such notices they are as unable to explain as was the business manager of one of America's leading dailies to explain to me his reason for rendering an advertisement of a certain patent medicine house for one-sixth the price paid by his other patrons for a like service, and who, in attempting to give me a reason, said that they had been in the paper ever since they had started in business, and that the price had never been raised.

I asked him if he thought that it was a good business idea, or if the paper had been in financial straits at the time the contract was originally made, and the advertiser had given so much to the publisher in the shape of charity, that in return the publisher felt in duty bound to repay the kindness when the paper really became worth something? The gentleman in question seemed very much puzzled over the view I took of the matter, and, by the way, he is somewhat of a one-price man, too. Let every publisher make his donation to the advertiser by making his advertising schedule low enough to begin with. In fact so low that he can't afford to make further contributions during the life of the contract, otherwise they should stipulate in the contract exactly what the advertiser is to have, and conduct their advertising business on an entirely solid, fair and open basis. They will then soon find that advertisers would cease to ask for free notices, and cuts in prices, special rates, etc.

One great trouble in maintaining rates is the fact that not one rate card in every 500 is so arranged that an advertiser, agent or even the publisher of the paper himself can figure out a reasonable price on all business upon which he is asked to make an estimate.

The advertiser may want pure reading matter, local notices, advertising notices, or he may want a page, one time, a certain sized display advertisement every issue for 2, 4, 5, 7, 9 or 11

months, or he may want his advertisement, like H. H. Warner, Harriet Hubbard Ayer, Messrs. Wells, Richardson & Co., and several others, to be set first following and alongside reading matter, in the same type, and undivided therefrom by any advertising mark, rule or classification. Then, again, they may want from one to twenty thousand lines, to be used as needed, within the year; and how many rate cards will you find from which you could figure a reasonable price upon each of these lines of business, and when these matters come up what does the publisher do? Does not he make a special price on that particular occasion, and thereby depart from his rate card, and after having made a special price for one thing there soon occurs an occasion to make a special price for another, the result of which is, bye-and-bye he deals entirely in special prices.

If all publishers would take the pains to figure out the lowest price for which they could afford to run the different classes and styles of business, and name that price upon the rate card, it is needless to say that they would find but little difficulty in adhering to the same, as intelligent advertisers would readily concede the justice of the demands.

Another irregularity in the advertising business, which is quite aptly termed by Mr. W. J. Richards, of the *Indianapolis News*, "That Hoary Evil of the Counting Room," false statements of circulation, is one in which the average publisher persistently stands in his light, since it is my experience with most advertisers that they do not hold high estimates of the circulation of a paper whose publisher refuses proof of the same, and I am equally confident that if every publisher would come forward with a sworn statement of circulation, backed up by free access to press room, circulation books, paper bills and other means of verification, advertisers would be more ready to pay his schedule price of advertising rates. As it is but human nature that every man wants the "benefit of the doubt," it is but reasonable to suppose that advertisers are no exception to this general rule, and I think that it is no exaggeration to say that in the average case the advertiser cuts off from one third to one-half of the claimed circulation of the publisher, where the same refuses to give proof, there is no

doubt that in some cases the advertiser gets the worst of it even at that, but there are in existence such beings as truthful publishers, who, in the face of the fact that their competitors do not hesitate to lie, refuse to make known their circulation, and as a reason therefor will tell you, if you ask them, that they do not care to state their circulation in view of the lying propensities of their neighbors. The result of this is, the publisher who lies swells his own income, thereby leaving the truthful publisher who remains silent to suffer.

In fact I know of but one method that would bring about a universal change in this prevaricating system, and that is for the general newspaper advertisers and advertising agents of the country to form an association, one of the chief clauses in the constitution of which would be that no member should advertise in a newspaper, the publisher of which refused absolute and unimpeachable proof of his circulation. Such an association having, as they would have, the dictating power in their own hands, would readily bring to time publishers who refused to make known their circulation, and, besides, such an association could bring about many commendable changes in the present system of the advertising business. Competent inspectors might be employed to travel all over the United States, and, unannounced, drop in the counting-room of newspapers, and make an examination of the circulation, and when a publisher was caught in a falsehood, the association could advertise him broadcast among all advertisers. It is needless to say that such a course would make publishers much more careful in their statements.

F. E. DUFFY.

NEWSPAPER WITHOUT TYPE.

A newspaper is published at Prince Albert, a small hamlet in the center of the Canadian Northwest Territory, called the *Prince Albert Critic*. Its size is four pages, four columns to the page. The paper has a circulation of several hundred copies, and is a specimen of what can be done by an enterprising journalist without a font of type. The mode of issuing it is rather peculiar. The matter, instead of being set in type, is written in ink with an electric pen on prepared paper, the rest of the issue being imprints of the original sheet. The paper is newsy, for its size, contains quite a number of advertisements, and is the official paper of the hamlet.—*New York World*.

OUR circulation is our capital, and our space the goods we have to sell.—*Owen Scott*.

WHITE INK ON BLACK PAPER.

To the "Man About Town" in the St. Louis *Republic*, an old printer has predicted that we are on the eve of a great revolution in the typographical appearance of newspapers and other printed matter. He thinks that the use of white paper printed in black letters will give way to black paper printed in white letters.

There are several reasons for such a change, the chief one being that the latter form is much better adapted to the eyes. Some large advertisers seem to have recognized the value of such a combination and by using electrotypes of the requisite design, the effect of white on black is obtained. Should such a style be adopted by the newspapers themselves it is claimed that the contrast would be much more distinct and therefore easier on the eyes. It would render reading on the cars and in dimly lighted places much less difficult than at present. It is said that this would not be an expensive change, as black is cheaper than white paper.



THERE are thousands and tens of thousands of mediums, newspapers, magazines, books, guides, circulars, novelties, signs, surprises and so on, *ad nauseam*. Many of them are good in their way, but the well-regulated, reputable newspaper or magazine is now universally conceded to be the best medium before the public. The largest circulation does not necessarily mean the best medium. A one-cent sensational paper, carelessly printed and rapidly issued, is ordinarily a very poor medium for most lines of business.—*Yenowine's News*.

UNEXPECTED RETURNS. CASH VALUE OF POETRY.

It is a common enough practice to run dead advertisements and old electrotypes long after the time for which their insertion is paid. But when an advertiser gets returns from an advertisement which appears in a new paper, and one with which he not only never made a contract, but never heard of before, the circumstance is something of a puzzle:

OFFICE OF JAMES J. H. GREGORY,
SEED GROWER,
AND WHOLESALE AND RETAIL DEALER IN
GARDEN AND FLOWER SEED,
MARBLEHEAD, Mass., March 8, 1890.

Editor of PRINTERS' INK:

Six or seven years ago I inserted an advertisement in several hundred papers. Every season since I have been in receipt of orders founded on this same advertisement. On recently replying to an order and stating to my correspondent that it had relation to an old advertisement of mine, which was inserted several years ago, what was my surprise to receive from him a Western paper, bearing date of January 4, 1890, in which this ad. was still running! As I have never been called on to pay anything, certainly that editor's benevolence must mark it on a scale of 10, or possibly he uses his ad. plates until the type wears out.

J. J. H. GREGORY.

Matters were complicated somewhat by the fact that the paper had only reached number 18 of volume I., and, therefore, could not possibly have received the original order.

How, then, did it come in possession of the electrotpe? Probably the explanation is that some old newspaper office had been bought out, together with its old cuts and rubbish, so that when the new paper found itself at a loss as to how to fill its space, electrotypes of the required size were run in.

Several morals may be drawn from this incident. One is on the value of advertising. The advertiser's good deeds literally live after him. The small value which some publishers place upon their own advertising space and the benefits which are likely to accrue from using electrotyped advertisements are also incidentally illustrated.

EVERY publisher has a right to lay down general laws regarding what amount of display is offensive or against the true typographical effect he wants to produce. But what the advertiser buys should be his to use as he chooses, subject to the general rules of the paper. Making a good use of his space is just as much to the paper's interest as it is to the advertiser's.—Herbert Booth King & Brother.

SMALL advertisements at a small price will produce small returns.—Agents' Guide.

The commercial value of manuscript poetry is to be decided by a court of law. A Chicago publishing firm has been sued by a lady who sent them a bundle of poems, which, on examination, they concluded to be unsuitable for publication, but which they were unable to return to her when she applied for them, because they had been inadvertently mislaid. She claims \$200 damages, and says that the poems were invaluable to her because they were the outpourings of her heart when it was young, and they could never be replaced. The cold-blooded publishers retorted that the value of the poems was not at the outside more than 40 or 50 cents, that being the probable cost of the paper upon which they were written. This will be a lesson to poets to keep copies of their manuscripts, and as the crop of spring poetry will probably mature early this season on account of the mild winter, a word to the wise should be sufficient.—Press and Printer.

SPECIAL NOTICES.

Advertisements under this head, two lines or more, without display, 25c. a line.

MAY 7TH.

SCHOOLS: MAY 7TH.

SUMMIT RECORD—Every Saturday.

THE HOUSTON POST—All South Texas.

THE OREGONIAN—Whole North Pacific.

EDUCATIONAL INSTITUTIONS: May 7th.

PORTLAND (ME.) TRANSCRIPT, Oldest Maine paper.

SCHOOLS COMMENCE ADVERTISING during the month of May.

PORTLAND (ME.) TRANSCRIPT is the largest Weekly in the State.

THE MAY 7TH issue of PRINTERS' INK will reach nearly 8,000 schools.

NEW YORK WEEKLY.—\$1.25 per agate line. Circulation over 200,000.

SALT LAKE TRIBUNE.—Most powerful medium in Utah. Anti-Mormon.

FOR SCHOOL ADVERTISEMENTS: USE PRINTERS' INK issue of May 7.

THE MERCURY, Huntsville, Ala. Circulation—Daily, 1,000; Weekly, 3,200.

IDAHO will soon be a State. WEST SHORE reaches every post-office in Idaho.

BRIDGETON (N. J.) NEWS prints 3,500 daily. Largest circulation in South Jersey.

CENTRAL ONTARIO "Trenton Courier." Advertising, 5c. per inch. Weekly.

TO REACH SCHOOLS AND COLLEGES: use PRINTERS' INK issue of May 7.

HOME, FARM AND FACTORY, St. Louis, Mo., A 1; 60,000; one inch, \$50 a year.

GRASS VALLEY, Cal. Richest district in the State. TIDINGS (d. & w.) covers it.

SENTINEL, Ionia, Mich. Largest circulation in county. Only Republican paper.

THE MAY 7TH issue of PRINTERS' INK will be sent to 7,698 Schools and Colleges.

FOR Cheap Pamphlet Printing, write for estimates. Ward & Cobb, Lockport, N. Y.

FACTORY price. Ship direct. Cat'logs free. Hulbert Fence & Wire Co., St. Louis, Mo.

HEROOLD DES GLAUBENS, St. Louis. Established 1891. Weekly. Circ'n 19,000.

THE HOME CIRCLE, St. Louis, Mo. Monthly; 75,000 circ'n. Rate, 30 cents per line.

LANDWIRTH, St. Louis. Agricultural. Monthly. Circ'n 22,000. Present rate, 10c.

SUNBEAM, Bellman, Mo. E. O. W. Circ'n 1,500 in S. W. Mo. & N. W. Ark. Rates low.

ISLAND REPORTER, Sydney, Nova Scotia. Unique Scotch constituency. Large circ'n.

LYNN (Mass.) ITEM. 8 pages. Average daily circ'n, 8,000. Best advertising medium in the city.

THE EVENING WISCONSIN, Milwaukee, has the largest circulation of any daily in the State.

SUMMIT RECORD, Summit, N. J., circulates throughout Morris, Essex and Union Counties.

THE DAILY GLOBE, Fall River, Mass. Largest circulation (over 4,500) in city of 15,000 people.

DRUGGISTS cannot do better than to write for terms to EXCELSIOR SPRING, Saratoga, N. Y.

DAILY, Sunday, Weekly, Monthly.—TRUTH, Elkhart, Ind. Best advertising medium in the State.

SAN FRANCISCO CHRONICLE. The leading newspaper of the Pacific Coast. Has the largest circulation.

COLORADO EXCHANGE JOURNAL is the monarch of Western Industrial weeklies, \$3.00 per year. Denver.

EXCELSIOR WATER takes the lead. Druggists write for terms to EXCELSIOR SPRING, Saratoga, N. Y.

\$1. 000.00 FORFEITURE! For full particulars send to OXFORD COUNTY ADVERTISER, Norway, Me.

AN ADVERTISING MANAGER wanted for a New York religious weekly. Address PUBLISHER, 167 W. 49th St.

TRY IT, you will say as all others do, WEST SHORE is the best advertising medium on the Pacific Coast.

FOR GENERAL ADVERTISERS.—Valuable space in first issues only. Address F. W. LAWRENCE, Saratoga, N. Y.

THE PORTLAND (ME.) TRANSCRIPT is the best advertising medium in Maine. Circulation: 24,000 every issue.

THE DENVER REPUBLICAN sweeps the State—Colorado. A "Pure Gold" medium—"Pride of the Rockies!"

MOST PROSPEROUS EVENING PAPER in U. S.—PHILADELPHIA ITEM. Eight pages every day for ONE CENT.

VALUABLE AND NOVEL ADVERTISING, for general advertisers only. Address F. W. LAWRENCE, Saratoga, N. Y.

WHIPPED CREAM SODA has the track. "I can put you on." Address for pointers, GEO. C. HENRY, Burlington, Ia.

BANKER & TRADESMAN, Boston. Circ'n over 10,000. Only financial publication in the city. Reports Mass. Corporations.

THE DENVER REPUBLICAN printed and sold during the month of February, 1890, 486,791 copies, a daily average of 14,523.

TWO Printing Offices for sale. Worth \$6,000 and \$1,000. Liberal terms. Must sell one. Lock Box 35, Ypsilanti, Mich.

THE MEDICAL WORLD. Circulation larger than that of any other medical journal in the world. Send for rates. Philadelphia.

FAMILY STORY PAPER—Circ'n larger than any other story paper. \$1.25 per line. JOHN LANE, P. O. Box 1554, Trib. Bldg., N. Y.

SUMMIT (N. J.) RECORD. Official newspaper of Town, County and State. Eighth volume. Best Results obtained from advertising.

FOR SALE—A good paying newspaper and job business, in one of the best towns in Florida. Address "W. A. T.," care of PRINTERS' INK.

SEND 20 cents in stamps to ADVERTISER, Norway, Me., and get a map of Oxford County. It shows all the famous Rangely Lake Fishing Region.

ADVERTISERS of Proprietary Medicines receive good results from NEW YORK WEEKLY. Send for sample copy and examine advertisements.

THE HOUSTON POST is the cheapest and most thorough medium by which advertisers can get before the people of Eastern, Southern and Western Texas.

IT PAYS—To advertise in best medium. The FINDLAY JEFFERSONIAN is the BEST in Northern Ohio. Daily and Weekly. Rates low. Specimen copies free.

THE LORD & THOMAS Religious Newspaper Combination is the medium for advertisers to reach the best buyers of the West. Lowest rate by all advertising agencies.

AN INDISPUTABLE FACT.—THE TROY PRESS has the largest daily circulation in Troy, N. Y., and its readers comprise all classes. It is the popular paper of Troy.

SODA FOUNTAIN MEN! You have all heard of Whipped Cream Soda. To learn all about it, and get "Fountain Pointers," address GEO. C. HENRY, Burlington, Ia.

ADVERTISEMENTS received for leading American newspapers. Files kept three months for examination by advertisers. Address GEO. P. ROWELL & CO., New York.

DUBUQUE (IOWA) TELEGRAPH. Circulation—Daily, 5,000; Weekly, 10,000. Best advertising medium in Northwest. Send for rates. CHAS. E. HALL, Advertising Man'gr.

THE SENTINEL, Daily and Weekly, Knoxville, Tenn., covers thoroughly the thrifty growing section of the New South. Guarantees largest local circulation. Specimen free.

FIFTY-FIVE THOUSAND white Baptists in Arkansas. The State organ, the ARKANSAS BAPTIST, has a sworn circulation exceeding 7,000. Five cents per agate line. Little Rock.

UNITY, Chicago. Rational religious weekly. Ten weeks on trial for ten cents. Circulation increased over 1,200 since Rowell's Directory went to press. Average for March, 5,600.

EXPERIENCED ADVERTISING Solicitor and Correspondent desires to represent first-class trade publications in Pittsburgh, Pa. Best references. Address "McK.," care PRINTERS' INK.

THE SUMMIT RECORD is the best advertising medium in New Jersey. It is read by nearly every family in Central New Jersey. It is energetic and enterprising. THOMAS F. LANE, Editor and Proprietor.

THAT old, reliable, and in every respect first-class newspaper—THE SACRAMENTO RECORD UNION.—Geo. F. Rowell & Co. Admittedly the most important medium in California, outside of San Francisco.

JOURNAL OF AGRICULTURE, weekly. Guaranteed and sworn circulation 45,000 weekly. 25c. per agate line. Send for sample copy. Journal of Agriculture, St. Louis, Mo.

WANTED—A **PARTNER** in daily and weekly paper (Democratic) in a live and growing New York town. Must be a man of experience, with \$5,000 cash. Address "PARTNER," care of **PRINTERS' INK**.

THE UNION, Wellsville, O.—Shrewdest, most successful patent medicine manufacturers of the world use it. Ask Hood, Ayer, Warner, Bucklen, etc., how it pays. Special low rate inducement this year.

WICHITA, KAN.—"PRINCESS OF THE PLAINS" and **THE EAGLE**, printed on a perfecting press, from stereotyped plates. Greatest of all Kansas dailies. Reaches 150 Southwestern Kansas points every day.

REPUBLICAN JOURNAL, Littleton, N. H.—Largest circulation (3,700) of any local paper in N. H., and larger than any two in Grafton, Carroll or Coos counties. See Rowell & Co's List of Preferred Newspapers.

WEEKLY JIMPLICUTE, Jefferson, Texas (now the great iron center of the Southwest), established in 1863. Circulation covering all East and North Texas. Specimen copy sent advertisers on application.

LEATHER NOVELTIES.—Send for our price list of Coin Purses, Money Bags, Tobacco Pouches, Advertising Specialties, &c., &c. Address F. B. MILLS & CO., Manufacturers of Leather Novelties, Gloversville, N. Y.

THE DETROIT JOURNAL—the only evening paper in Michigan having the Associated Press service. Independent, clean and newsy; a distinctively family daily, taken into more homes than any other paper in Michigan.

THE LEAVENWORTH EVENING STANDARD yesterday declared its semi-annual dividend of 5 per cent.—*Leavenworth Times*.—**THE STANDARD** is the only daily paper in Kansas that earned 10 per cent. on its capital stock for 1890.

NEWS—Daily and Weekly—Established, 1871; **SUN**—Daily and Weekly—established, 1877; consolidated, 1890. Griffin, Ga. Circulation of two papers, with rates of one. Covers field completely. Now is time to make contracts.

I AM MUCH PLEASED with your **INKS**," writes Robert A. Rosier, Printer and Stationer, of Jamestown, New York, under date of March 14th, 1890, to the W. D. WILSON PRINTING INK CO. (L'D), of 140 William Street, New York.

THE PULTON COUNTY DEMOCRAT and **THE DAILY DEMOCRAT**, Johnstown, N. Y. Only establishment in county publishing both Daily and Weekly issues. Terms, for one or both papers, low to permanent advertisers. Send for copies.

PORTLAND, OREGON, in proportion to size, does the heaviest business of any city on earth. Population 60,000. Wholesale trade for 1890, \$118,000,000. **THE OREGONIAN**, like the lawyer's argument about the snow, "covers the entire ground."

WANTED—An editor of experience and ability. One that can purchase an interest in a paper already established. Amount necessary, \$5,000 to \$10,000. A good opportunity to the right person. Address "EDITOR," care of **PRINTERS' INK**.

THE enterprise of THE KANSAS CITY TIMES never lags. They are now running a fast newspaper train, called "The Times Flyer," over the Union Pacific, covering 39 points in Kansas, reaching the most distant at 8.45 A. M. SUNDAY TIMES, over 32,000!

FARM POULTRY, Boston, Mass.—Able edited to interest and instruct the many thousand artisans, mechanics and families in the suburbs of large towns who, as well as farmers, keep a few hens; therefore, an excellent general advertisers' medium.

JUDGING from the patronage of Texas advertisers, **THE HOUSTON POST** is the most popular Daily in Southern Texas. It publishes more "want" ads. than all Texas dailies combined, and is the recognized medium for "wants." Circulation considered, rates are very low.

THE BALTIMORE MORNING HERALD, printed and sold, during the year 1889, 7,461,070 copies, a daily average of 23,940 copies; Sunday Herald, 18,000; and Weekly Herald, 14,000. **THE MORNING HERALD** seems to be the only newspaper in Baltimore that is willing to "show up."

THE PITTSBURGH PRESS has furnished Geo. P. Rowell & Co. with a detailed statement of circulation covering every issue for 1889. Total, 10,578,836 copies, or an actual daily average of 34,547 copies printed and SOLD. LEADS THEM ALL. Yearly rates, only SIX CENTS A LINE, each insertion.

I AM A CASH MAN, and will avail myself of your cash price, writes a printer at Fairfield, Texas, to the W. D. WILSON PRINTING INK CO. (L'D), 140 William Street, New York. Shrewd printers are finding out that printers' ink can be bought for cash at half the credit prices. Prompt pay wins the day.

E. V. SMALLEY, writing in *The Century Magazine*, of the North Pacific Coast, says: "There is no parallel case in the United States of a single rich and prosperous newspaper having an absolute monopoly of so large a field of circulation—about 1,000 square miles," referring to **THE PORTLAND OREGONIAN**.

FOR SALE.—The only Newspaper and Job Office in a booming town of 1,700 in the heart of the great oil field of Northwestern Ohio. Business paying \$1,400 per year above all expenses. Books open to inspection. Price only \$2,000—\$1,100 cash. Address "A. Great Bargain," care of **PRINTERS' INK**, 10 Spruce street, New York.

THE SIOUX CITY DAILY JOURNAL.—Largest circulation of any daily published in Iowa. Exclusive territory, which cannot be reached by any other paper on day of publication. Yields large returns to advertisers. Rate sheet and sworn statement of circulation sent upon request to the publishers, PERKINS BROS. CO., Sioux City, Ia.

WANTED—Position as business, advertising or subscription manager; local, telegraph or exchange editor, on daily or weekly, or with reliable advertiser; 15 years' experience on daily and weekly newspaper in all departments. Am practical printer, between 30 and 35 years of age, steady and reliable. Best of references. Address "W. K.," care of **PRINTERS' INK**.

THE ARGONAUT is the only High-Class Political and Literary Weekly published on the Pacific Coast. It goes into all the well-to-do Families of the Pacific Coast. It has a larger circulation than any paper on the Pacific Coast except three San Francisco dailies. Thousands of single stamped copies of it pass through the post-office every week, remailed by subscribers.

ONE of the most successful advertisers we ever had always ordered his advertisements in this way: "Get the best service you can for me for \$5,000." He left every detail to us. There is no more expensive luxury for an advertiser to indulge in than to tie his agent's hands by getting him to tell in advance exactly what he will do. **GEO. P. ROWELL & CO.**, 10 Spruce St., New York.

PORTLAND, MAINE, EVENING EXPRESS.—Wide awake, enterprising, progressive. Largest daily circulation in Maine. Lowest rates, considering circulation. Will furnish detailed statement of circulation, showing each day's issue. Read by all classes. Advertisers can reach more buyers in Portland and vicinity, through the **EXPRESS**, than by any other medium mentioned in Rowell's "Preferred List."

THE STORY OF THE YEAR. As told in cold figures by the DENVER REPUBLICAN'S total circulation for 1889, is 4,955,072, or an actual daily average of 13,530 copies each issue. The fourth quarter of the year (Oct., Nov. and Dec.) averaged 14,540 copies daily, and 2,130 Sunday, and 6,500 weekly. The growth in circulation and business of the REPUBLICAN is in keeping with the growth and prosperity of Colorado, which has been nothing short of the marvellous.

ALL EYES are now turned upon Texas—their cotton crop alone amounts to \$60,000,000 this season. "An Empire in itself." To cover it, an advertiser should use the five papers composing the original Texas Associated Press, viz.: The Fort Worth Gazette, San Antonio Express, Houston Post, Austin Statesman and Waco Day (successor to Examiner). This combination is a winner, and comprises the only morning paper at five of the most important trade centers, and each with a handsome Sunday edition and an excellent weekly.

SAYS ONE: "A POUND OF FACTS IS WORTH A TON OF TALK." THE MEMPHIS AVALANCHE. Old, Long Established and Valuable, now in its 35th year and better than ever. Beautifully printed on a world-famous Hoe perfecting machine. It is fully abreast of the times. THE WEEKLY AVALANCHE has now the greatest circulation of any weekly paper in Tennessee. The average for every issue of 1889 was 81,308 copies. Present circulation 87,000. THE DAILY AVALANCHE, 7,600 and THE SUNDAY AVALANCHE, 9,548.

THE PHILADELPHIA ITEM is one of the four dailies in the United States credited by the American Newspaper Directory for 1889, Geo. P. Rowell & Co., Publishers, with an average daily circulation exceeding 150,000 copies each issue. For the twelve months ending December 31, 1889, the actual average issues of each edition of THE ITEM were as follows: Daily, 164,944; Sunday, 151,728; and Weekly, 82,448. An advertiser who inserted four lines one time in THE DAILY ITEM, at a cost of \$1, reports having received 257 answers from it. This is the kind of advertising that PAYS! THE ITEM comes nearer being a medium of universal circulation than any newspaper in Philadelphia.

THE TOPEKA CAPITAL, published at Topeka, Kansas prides itself upon its ability to thoroughly cover its own State. It is untiring in its efforts to extend its circulation within the borders of Kansas. The daily edition, besides having a large circulation at Topeka, the capital city, with a population of 30,000 people, reaches every small city and town in the State. The Weekly edition is read by the farmers of Kansas, and reaches over 1,000 post-offices and every county in the State. Advertisers desiring to reach Kansas readers can do so more effectually through the columns of the Daily and Weekly CAPITAL than by using any five other publications that can be named. Write for terms and prices to THE CAPITAL, Topeka, Kansas, or to any of the leading advertising agents in the United States.

TO THE LOCAL EDITOR: Every advertiser ought to subscribe for PRINTERS' INK. The subscription price is \$2 a year. It is worth the money. It is published weekly. If there are any persons in your neighborhood who are interested in advertising, we advise you to secure their subscription for PRINTERS' INK, and collect the money, \$2 a year for each subscription. You can keep the money—put it in your own pocket—and may pay for the subscriptions by causing an advertisement of PRINTERS' INK (which we will send you for the purpose) to be inserted in your paper. In this way you can secure a cash advertising order, do a service to your neighbor (who is or ought to be interested in advertising), and advance the interests of advertising generally. Address GEO. P. ROWELL & CO., Publishers of PRINTERS' INK, 10 Spruce St., N. Y.

A MEDIUM of tremendous power—THE PORTLAND OREGONIAN, commanding and creating in its influence. Given the "Pure Gold" or bull's eye mark by Geo. P. Rowell & Co. An advertisement in THE OREGONIAN, Daily, Sunday and Weekly, reaches more readers than an advertisement in all the other dailies in Oregon and Washington combined. It is more largely read in proportion to the number of copies printed than any newspaper on the globe. Monopolizing the Western Union wires between San Francisco and Portland at a cost of \$100,000 a year for that one item, gives it power and prestige. Delivered by carrier in Tacoma, Seattle and Walla Walla on day of publication.

TO REACH 7,500 Schools and Colleges. The American College and School Directory for 1890 contains a list of Colleges, Seminaries, Academies and other educational institutions, and the names and addresses of the principals; also a list of the various schools of science, theology, law and medicine. A careful estimate places the number of names in the Directory at 7,500. For the purpose of inducing subscriptions, a sample copy of PRINTERS' INK, of the issue of May 7, will be sent to every institution named in this list. The principals of many of these schools and colleges find in newspaper advertising the best and cheapest means of informing the public of the advantages of their respective establishments. This class of advertising generally commences during the month of May—and this special issue of PRINTERS' INK will reach these advertisers about the time when they are deciding which mediums to use. GEO. P. ROWELL & CO., Publishers, 10 Spruce St., New York.

BIRMINGHAM, Ala., is only 18 years old, and yet it has a settled population of 60,000 prosperous people, and does a jobbing trade of \$60,000,000 annually. It is rightly called the "Magic City of the South." With 27 furnaces in full blast, employing 15,000 men, at a total monthly pay of \$1,500,000, with graded streets, electric lights, watch works, street railways, a magnificent new hotel, and a daily newspaper—printed on a perfecting machine, from stereotype plates—it may well feel proud. THE AGE-HERALD, the only morning paper in Birmingham controlling the exclusive franchise of both the Associated and United Press Associations, has just furnished Geo. P. Rowell & Co. a statement of their circulation for October, November and December, 1889, showing an actual average as follows: Daily, 6,102; Sunday, 8,877; and weekly, 17,983. This is concededly the greatest circulation of any newspaper, daily, Sunday or weekly, in the United States and Canada, carefully estimated at 26,780 names. For the purpose of inducing subscriptions, a sample copy of PRINTERS' INK, of the issue of April 2, 9, 16, 23, or 30, will be sent to every individual or firm named in this list. To one-fifth, April 2; to one-fifth, April 9; to one-fifth, April 16; to one-fifth, April 23; and to the remainder April 30. The fact that many of these business men are believers in advertising as a means of increasing the sale of their goods, that they deal in, is attested by the columns of the daily and weekly press, and by the large amount of advertising carried by their various trade papers. An advertisement acting forth the merits of a first-class newspaper as an advertising medium, and appearing in these special issues of PRINTERS' INK, should and probably would attract favorable notice from those into whose hands the paper comes. Orders for advertising in PRINTERS' INK are solicited.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO., PUBLISHERS.
Office: No. 20 Spruce St., New York.

Issued every Wednesday. Subscription Price: Two Dollars a year in advance; single copies, Five Cents. No back numbers. Wholesale price, Three Dollars a hundred.

ADVERTISEMENTS, agate measure, 25 cents a line; \$50 a page; one-half page, \$25; one-fourth page, \$12.50. First or Last Page, \$100. Second Page, next to the Last Page, or Page first following reading matter, \$75. Double-column advertisements, occupying less than half a page, charged double price. Special Notices, two lines or more, charged at 25 cents a line. Advertisements must be handed in one week before the day of publication.

NEW YORK, MARCH 26, 1890.

THE Philadelphia idea: "Wait."

ACCORDING to the new American Newspaper Directory for 1890, Illinois is now next to New York in the number of newspapers printed, having 1,309, while Pennsylvania has but 1,281. New York has 1,778.

It is remarked that the Griffin (Ga.) *News and Sun* during eighteen years of existence has outlived many a competitor in its field, absorbed others, and constantly grown in size, quality, circulation and influence. That it has not worked without receiving its reward is indicated by its recent purchase of a large and commodious building, which will be its future home.

ADVERTISEMENTS of deaths and marriages take rank with the most important features that can be devised for the columns of a newspaper. With many persons the first thing looked for in the morning or evening paper is the list of death notices. Recognizing this fact, most papers give such advertisements a position which could not be obtained for any other style of paid announcements at anything like proportionate rates. The *New York World* has lately gone a step still further, and now runs the marriages and deaths in the first two columns of its first page, where no displayed advertisements are allowed. While the appearance of the paper is somewhat injured typographically by the innovation, there is no doubt but that these advertisements are genuine news, and as such are worth the prominent position given them.

THE remarkable increase within a short time of humorous and society weeklies would seem to indicate a significant tendency of public taste. Evidently the demand of the day is for lighter literature.

PRINTERS' INK devotes considerable space in this issue to a carefully compiled list of papers having over 5,000 circulation, which advertisers will doubtless find convenient to keep close at hand for ready reference.

ALTHOUGH the inspired writer may not have had advertising in mind in writing the following passage taken from the Book of Proverbs, it certainly forms a good text for the advertising solicitor: "There is that scattereth yet increaseth; and there is that withholdeth more than is meet, but it tendeth to poverty."

REDUCING the commission of advertising agents was the subject debated at the meeting of the Connecticut Weekly Press Association, held in New Haven, March 17. Colonel L. L. Morgan, of the *New Haven Register*, upon being invited to speak, opposed the resolution, urging that the commission now allowed was a practical and fair basis for the work performed. After listening to Colonel Morgan's remarks the Association decided to postpone all action until the next meeting. E. C. Bross, of the *Ridgefield Press*, read a paper on building up and retaining a circulation.

SEVERAL wide-awake papers have adopted a system of devoting regularly a certain amount of space to suggestions for advertisers and general remarks, which tend to the cultivation of a more intelligent, and therefore a more profitable style of advertising. This idea is most commendable, and if adopted by newspapers throughout the country would undoubtedly cause an increase in the volume of advertising done. This department of suggestions need not be original; there are plenty of sources, such as PRINTERS' INK, to draw upon, and a good work calculated to benefit the newspaper business can thus be carried on with no expense and little trouble. The editor should be careful not to make any statement which he does not himself believe. The element of good faith is of great importance in giving advice.

THE Detroit (Mich.) *Journal* has dismissed its special agent in New York, and will hereafter cultivate more intimate relations with the established general advertising agencies. This step has been taken because of the belief that the business can be more satisfactorily managed in the old way.

EVER since John Wanamaker became Postmaster General, certain newspapers have had a great deal of fun in quoting from the advertisements of his Philadelphia store, and attributing them as the personal sentiments of Mr. Wanamaker himself. The joke does not seem to have lost any of its attractiveness with age.

IN making up an advertisement with a fancy border, such as is now quite popular, care should be taken to keep the main body of the type far enough from it so as to leave a generous white margin between. If the reading matter is allowed to begin close to the border it gives the whole a cramped and unattractive appearance.

MR. W. W. HALLOCK, the resident manager of the A. N. Kellogg Newspaper Company, writes to PRINTERS' INK as follows: "I suggest if the American Newspaper Publishers' Association really want to be of service to themselves and the fraternity as well, that organization should drop the subject of elevated railroad sign advertising and turn its attention to inducing the Government to issue fractional currency again. Nothing could be of greater benefit to publishers throughout the country or advertisers—or, more properly speaking, nothing could more effectually stimulate newspaper advertising." Mr. Hallock's suggestion opens an interesting subject for thought. The question naturally arises: Are the present facilities provided by the government as a substitute for the old fractional currency, inadequate? If so, whose is the fault, and how can it be remedied? Then again, supposing that fractional currency should be issued, would it encourage a desirable class of advertising? Would it add to the present volume of fraudulent and picaresque advertising? There is no doubt but that the present system of money orders, postal notes, etc., is considered by the general public as too inconvenient for ordinary use.

CHICAGO'S PRIDE.

N. Y. BUREAU THE CHICAGO HERALD,
ROOM 50 TRIBUNE BUILDING.
T. B. EIKER.
NEW YORK, January 29, 1890.

Editor of PRINTERS' INK:

Messrs. Geo. P. Rowell & Co., in a publication entitled a "List of Preferred Newspapers," give the Chicago *Daily Herald* a rating of "D 1" instead of "B 1," the rating mentioned in the "American Newspaper Directory" for 1889, and on which the ratings of the "Preferred List" are said to be based. This is evidently a typographical error. Even the "B 1" rating (exceeding 50,000), doesn't do us anything like justice. The last report furnished by the publishers of the *Herald*, which gave the exact circulation for each and every day of the month of December, 1889, showed an average bona fide daily circulation of 87,000, and a Sunday edition of over 100,000. This report was accompanied by an invitation to all advertisers and others interested to call at our Chicago office, where press-rooms, circulation books, paper accounts, etc., are always open for investigation. Yours truly, T. B. EIKER,
For Chicago *Herald* Co.

It is quite well known everywhere now that James W. Scott has made the Chicago *Herald* one of the greatest journalistic successes of the United States. We suppose that after the World's Fair is off his mind, Mr. Scott will be constructing for the *Herald* a new home in Chicago, of such magnitude as shall overtop the new *World* building in New York as much as that gigantic structure already dwarfs the *Tribune's* tall tower.—[Ed. PRINTERS' INK.]

ASSOCIATED PRESS RIVALS.

AMERICUS PUBLISHING COMPANY,
AMERICUS, Ga., Feb. 27, 1890.

Editor of PRINTERS' INK:

Can you give us the address of some newspaper syndicate of New York which makes a specialty of sending news by wire of important matters of the day? We want such a service, but cannot afford to take the Associated Press service. If you can put us in communication with such a concern, or have them write to us, giving style and amount of service, and what the cost is, you will confer a favor on us.

AMERICUS PUB. CO.

You should address the United Press, 187 Broadway, Walter P. Phillips, Manager, and the Press News Association, James B. Townsend, Manager, 11 Park Row, both New York City.—[Ed. PRINTERS' INK.]

AN ingenious advertisement is not necessarily a good advertisement. A clear, plain newspaper announcement is worth many intricate though clever ones.

Correspondence.

MR. GUNNISON REPLIES.



BROOKLYN DAILY EAGLE,
BROOKLYN, March 12, 1890.

Editor of PRINTERS' INK:

I have been much interested in reading the communication of Mr. W. W. Hallock in relation to displayed advertising. He has certainly presented his views in a clear and effective manner, but from the standpoint of an advertiser and not of a publisher. I do not blame Mr. Hallock as an advertiser trying to obtain every advantage possible from the newspapers, but I do blame newspaper publishers for yielding to every demand of the persistent advertising agent. I will concede that it is necessary, perhaps, for new and struggling papers to grant almost any request an advertiser may make, even to the giving of editorial puffs. Many such sheets have no excuse for existence, and what methods they adopt are of no concern. They have no influence, and shrewd advertisers have no use for their columns. But how any paper of standing and influence can submit to the constant demands of its advertisers is beyond comprehension. Mr. Hallock appears to think that a newspaper is dependent upon its advertisers and should, therefore, comply with every request they make. This fact should be borne in mind: The reading public is what gives value to a paper. A newspaper must have a good circulation before it can be of any value to an advertiser. To obtain and maintain a good circulation a paper must be conducted in the interests of its readers. This applies not only to the matter of news and editorials but to the quality of paper, excellence of printing and general typographical appearance. All these details count among the elements that contribute to a paper's success. Mr. Hallock refers to the Brooklyn *Eagle* as controlling the "want" advertising of a large city. The *Eagle* does this because it has the largest circulation of any paper in the city. Its "want" advertisements are not displayed. They all appear in the same style and often have to be re-written to conform to the rules of the paper—frequently much to the disgust of the advertiser, but by this method every advertiser stands on an equal footing. One is not given more prominence than another. Mr. Hallock maintains that an advertisement is of little value unless it appears in a manner to attract special attention. It is quite true that if John Smith is permitted to dictate the manner in which his advertisement

shall be displayed he can draw more attention to his announcements than can all the other advertisers in the paper. By cutting column rules and selecting preferred positions and using large and conspicuous type an advertisement can be presented in a way that every reader of the paper must, of necessity, notice it. But what becomes of the hundred other advertisements in the paper, not so favorably placed? It is all right for John Smith, but are not the other patrons—the smaller advertisers who cannot afford to pay the price—entitled to some consideration? Should their announcements, modest though they be, be overtopped and obscured by the displays of the John Smiths? The policy of the Brooklyn *Eagle*, of the New York *Herald*, of the Philadelphia *Ledger*, of the Baltimore *Sun*—papers all pretty good examples of successful business management—has been to treat every advertiser alike; that one advertiser should have no advantage not accorded to another; that there should be no special positions; that the rules of the paper should determine how an advertisement should be set up and not the advertisers. This plan has worked remarkably well. It works well with the great papers of England. To say that the type in which an advertisement is displayed influences an advertiser is absurd, that is, where advertising is done to secure results. It is a paper's circulation and the character of that circulation that makes it valuable to advertisers and not its use of big black type and cuts. Mr. Hallock thinks that an advertisement without display is equally without character. The same may be said of the news items, all in nonpareil or agate. Would he have some articles set in Long Primer to give character and break the dull monotony? But Mr. Hallock admits that he does not object to the policy followed by the *Eagle*, but does strenuously object to the wisdom of the adoption of such policy on the part of other newspapers. If the policy has been wise in the case of several of the most conspicuously successful papers in the country it would seem to be good policy for other papers to follow. I believe it to be the best policy because it is based on the principle of absolute fairness to all advertisers and consideration to the readers.

H. F. GUNNISON.

A REALM OF TREMENDOUS ACTIVITY.

ROCHESTER, N. Y., March 7, 1890.

Editor of PRINTERS' INK:

A friend has recently sent me two copies of PRINTERS' INK, in which I have been considerably interested. It seems to me as if there was a call for such a paper, and that PRINTERS' INK fills the bill acceptably and profitably to newspaper men. I have been laid aside for nearly two years, the result of overwork. A fellow gets very rusty and behind the age if he takes his eye off the advertising world for any considerable length of time in these progressive days. Your little paper, however, keeps one *en rapport* with what is going on in that realm of tremendous activity.

Advertising is a peculiar business—"the art of attracting attention" I call it, and the man who "knows it all" to-day is a fool at the work to-morrow, unless he studies and observes. In my opinion, "Good Morning! Have You Used Pear's Soap?" was the best catch-phrase advertisement that was ever published, because it utilized a universal salutation in a clear way without offending good taste. But manifestly, it should not be repeated, nor used for one moment after it has

become at all "chestnutty," as it now has. Of all men in the world the originator of advertising ideas must be "fresh every hour." What is manna at night may be refuse in the morning. Success to PRINTER'S INK.

GEO. N. ELLIOTT.

Formerly advertising manager H. H. Warner & Co.

WANTS TO EXCHANGE IDEAS.

OFFICE OF THE MAIL, }
THOS. W. DYAS, }
Manager Circulation and Advertising. }

The *Mail* has the largest circulation of any paper published in the Dominion of Canada.

TORONTO, March 7, 1890.

Editor of PRINTER'S INK:

Since the appearance of the notice of our advertising competition in PRINTER'S INK of last issue I have received a number of letters from advertising managers throughout the United States asking for copies of the *Mail* in which the competition appeared, and for circulars and other matter pertaining thereto.

As far as I can I am complying with these requests and would say that we are developing a new idea about every three weeks, and would be pleased to exchange ideas, circulars, etc., with other progressive publishers. PRINTER'S INK is doing a good work in brightening all of us up.

THOS. W. DYAS.

A PERTINENT QUESTION.

Editor of PRINTER'S INK:

I read the criticism in your issue of March 5th upon the two advertisements of "Wolff's Acme Blacking," and "Pik-Ron." It is the theory of many intelligent advertisers that to combine advertisements in this way, which undoubtedly results in reducing the cost of insertion in many cases reduces, to a far greater extent, the effectiveness of each of the advertisements so combined, by withdrawing the attention of the readers from the one without concentrating it sufficiently upon the other. It is my impression that intelligent advertisers as a rule to which there are few exceptions agree in this. Are they correct?

INQUIRER.

THE EDITOR'S REPROOF.

Work on a morning paper often keeps the employes until the hour when footpads and sandbaggers are just about beginning their operations. An assistant editor of a morning daily, who had been reading copy until three o'clock in the morning, was trudging along home not long ago, having a walk of several blocks to make after leaving his car. Passing along a gloomy street, he was suddenly attacked by a sandbagger, who aimed a blow at the scribe's head. Fortunately for the intended victim he wore a new stiff derby hat, and the blow merely had the effect of crushing in the crown of that, failing to injure the head. This newspaper man is something of an athlete, and in a flash he had the slugger by the throat with one hand and by the arm with the other, and in a cool, reproachful tone said: "Now, what in the world is the use of your mashing a \$5 hat to get 30 cents, for that's all the money I possess?"—*Chicago Herald*.

ADVERTISERS betray the greatest sagacity marking the nineteenth century.—*Puck*.

A MAIDEN EFFORT.

Editor of PRINTER'S INK:

The enclosed adv. is a maiden effort and crude, perhaps, but being green in the business we have much to learn. E. PERRY & Co.



Take away the sword! States
can be saved without it Bring
the pen!—BULWER.

Speaking of Pens, have you ever seen the Independent Stylographic Pen which we sell for a dollar? It's the only Fountain Pen we know of that we would pin a guarantee on. Sold hundreds of them in the past year. None returned. Users always delighted. Some people won't use a pen of this kind because they don't shade. To meet this objection, we have, from the same maker, the Star Fountain Pen. A Gold Pen with Fountain Attachment. Price \$1.50. These Pens may be low priced, but they are too much better than some we have seen sold for \$5.00.

PERRY'S.

Opp Charleston Hotel.



Miscellanies.



Mrs. Parvenu—Who was that distinguished-looking gentleman at the front of the swellest box in the house?

Miss Penelope—Oh, I know! He is a literary man. He writes poems about papa's soap.—*Art in Advertising.*

"How do you like my column of 'Comments and Clippings?'" asked the young editor of the old subscriber.

"Oh, very well," replied the old subscriber, calmly. "I think you might improve it, though, by putting in fewer comments and more clippings."—*Somerville Journal.*

First Chicago Man—What kind of a place is New York, anyway?

Second Chicago Man (who has been on a visit to the metropolis)—Pretty fast. They begin to sell the evening papers right after breakfast.—*Life.*

"I have only one last request to make," said the dying man, as he painfully raised his head from the pillow and surveyed the weeping group around his bedside.

"What is it, my good friend?" asked the clergyman. "Anything you ask will be done."

"Then see that the newspapers don't refer to me as 'another old landmark gone.'"—*Lippincott's Magazine.*

Mrs. Lumkins (reading the financial page)—What are stock quotations, any way? Mr. L.—Stock quotations? Those from Shakespeare.—*Lawrence Daily American.*

First Senator (confidentially)—Here's a little matter I want to get into the newspapers, but I don't want the newspapers to suspect I'm anxious about it. Do you know how I can work it?

Second Senator—Yes. Bring it up in secret session and they'll all publish it in full.—*Washington Lounger.*

An exchange says "one-third of the fools of the country think they can beat the lawyer in expounding law, one-half think they can beat the doctor healing the sick, two-thirds of them think they can beat the minister preaching the gospel, and all of them know they can beat the editor in running the newspaper."—*Florida Facts.*

Writing Editor (looking over the office)—Any body in here got a constitution of the United States?

Fighting Editor—I've got a pretty fair constitution but not quite so good a one as that.—*Washington Star.*

Dramatic Editor—Chumpley, the comedian, must be doing an excellent business.

The Assistant ditto—True, sir; his press agent has not sent in a fake for three weeks.—*Town Topics.*

Reporter—I represent the *Daily Rustler*, and I have called to obtain your views on the prospects for spring trade.

Disgusted Merchant—Good lands! We've had nothing but spring trade all winter.—*New York Weekly.*

Our bright and beautiful simultaneously, *Life*, inquires if Kate Field's *Washington* can tell a lie. This is a singularly inconsiderate question. *Life* should remember that no one ever asked the immortal George what his circulation was.—*Washington Lounger.*

Great Editor (meditatively)—I wonder if it wouldn't pay for us to start a religious department in our Sunday edition.

Managing Editor—It might. I've got a scrapbook at home full of first-rate jokes about bishops.—*New York Weekly.*

Several men were standing in the curio hall of a dime museum, discussing the Georgia blue man.

"Oh, he is simply wonderful!" said a woman who came up and joined in conversation. "How on earth could he have turned so blue?"

"I don't see anything wonderful about it," replied a sad-looking old fellow who stood near. "Nothing wonderful about it. The fellow ran a country newspaper, that's all."—*Press and Printer.*

Editor—Is this manuscript from your own hands?

Author—Yes, sir.

Editor—Well, sir, I am getting tired of this hand-made poetry. If you can get something head-made fetch it around.—*Light.*

Able Editor (to new reporter)—There's something wrong about your account of this rescue from drowning.

Reporter—What is it, sir?

"You do not say that the brave rescuer reached him just as he was sinking the third time."—*Drake's Magazine.*

The faces of some of our society belles as given in the daily papers have an appearance of combined measles and influenza that would bode ill for the future but for the beautiful wealth that belongs to them. We must remember, however, that heaven doesn't give us these faces—it is the jack-knife artist.—*Judge.*

The office cat of the *Evening Bulletin* got mixed up in the press on Thursday afternoon just as the last edition was going to press, and the result was a square yard of very thin cat and a badly damaged press. It took an hour's hard work to scrape pussy off the forms and straighten the rollers, and the postscript *Bulletin* came out later than usual. All the news in the paper was strongly tintured with tabby, and the *Bulletin's* sheets conveyed minute particles of pussy all over the city.—*Philadelphia Record.*

AN ADVERTISEMENT EASILY
SECURED.

"RECEIVED WITH GREAT ECCLAT."

Opie P. Read, the editor of the *Arkansas Traveler*, is a very big man, with a tremendous heavy head of long, black, unkempt hair. One day he was passing the office of a well-known hair restorative establishment on State street, Chicago. His partner, Mr. Renham, was with him, and said:

"We ought to get an advertisement out of this establishment."

Opie looked in and saw a family of country people inside.

"I'll get it for you right now," said he, and in he walked.

The countryman had just taken off his hat, and was showing the manager how bald he was, and asking if he thought the hair would ever grow again on his head. Opie walked up to the manager, and, putting out his hand, said:

"My dear sir, I have come a long way to thank you in person, and to show you what your restorative has done for me."

Here he took off his old slouch hat, and shook out his long, wonderfully thick, fine hair.

"There, sir," said he, gratefully, "look at that. Four months ago, you remember, I was as bald as that electric lamp up there."

The manager was a little dazed. This was rather more than even he could swallow.

"What did you do for it?" put in the interested countryman.

"Used this restorative—four dozen bottles of it—according to directions."

The upshot of it was, the countryman took two dozen bottles, and went his way.

"There," said Opie to his partner, "now you talk business with this man, and I guess you'll get a pretty good advertisement out of him."

When the manager learned who Opie was, he said:

"You may put me down for the biggest advertisement in your paper, and send in your bill when you please."—*Washington Post*.

A NOVEL ADVERTISEMENT.

The following story, which has never before appeared in print, is told about the editor of one of Maine's most prominent dailies: When a small boy, his father, now one of the most prominent men in the State, was then running a printing office and publishing a weekly paper in one of the largest towns in Kennebec County. One day the advance agent of a show came along and ordered some posters printed upon cotton cloth. His order was filled, but for some reason he neglected to call for them, and they were thus left on the printer's hands. The printer's wife ran across them, and as cloth was then high, she took the cloth home and used it to line a pair of pants she was then making for the editor above mentioned, then a boy about ten years of age.

As the months rolled by the pantaloons grew threadbare, and at school one day he accidentally tore the seat out, leaving about one foot of lining exposed to view. This in itself would have made the boys smile, but they laughed till the tears came when they observed the following words standing out boldly upon the lining in large type:

"Doors open at 7:30. Performance begins at 8."

It is needless to state that the boy was sent home to his mother in tears.—*Globe*.

The editors have a grievance about rates, which they presented in the following:

Resolved, That we strongly resent the insulting rates offered to many of our journals by the advertising agencies within and without the State, and will heartily co-operate in keeping these rates commensurate with the services rendered. Further, that we recommend to all our members a rigid adherence to their advertising rates, and that advertising agents everywhere be held to those rates, less the usual commission, 25 per cent.

This resolution was received with great eclat, one and all announcing that something should be done. It was finally decided that a committee of five be selected by the executive committee to formulate a schedule of rates, to be presented at the next meeting.—*Report of Colorado Editorial Association in Denver News*.

A PERIODICAL for betrothed is the most recent venture in Vienna. It is published twice a month, and its contents are suited to its aims, which really are advertising; for the editor tells his prospective readers that every announcement of a betrothal or marriage will be inserted gratuitously, provided the happy couples will buy their trousseaux of the tradesmen advertising in his paper.—*Canadian Bookseller*.

IN any just view of a quarter of a century of journalistic work the most prominent feature, and one giving great satisfaction to respectable publishers, is that printing a newspaper has become recognized as a business and not a charity.—*Owen Scott*.

WYSE'S NEW REMEDY FOR DISEASES OF THE KIDNEYS.

HOUSE OF REPRESENTATIVES, U. S.,
WASHINGTON, D. C., February 21, 1890.

DEAR SIR—I have used the bottle of medicine which you sent me and have received great relief from it. It is the best thing of the kind that I have ever tried. I wish you would send me another bottle upon receipt of this note.

Yours truly,
AMOS J. CUMMINGS.

WILLIAM S. WYSE,
San Carlo, New York City.

W. S. WYSE, DEAR SIR—I was a sufferer from kidney disease for several years, and made every effort to obtain relief, but failed in every instance until I procured a bottle of Wyse's New Remedy. I took half of a bottle, which to my great delight relieved me of all the troublesome symptoms in a very short space of time.

I am so much improved that I consider myself out of all danger, if not entirely cured of the disease.

JAMES S. BARRON.
320 West 23d Street, New York.

**Wyse New Remedy Company,
PROPRIETORS,**

157 West 23d St., New York.

For sale by all druggists. Sent by express on receipt of One Dollar.

PRICE ONE DOLLAR.

234 BROADWAY, NEW YORK, March 1, '90.
To DRUGGISTS: In response to the growing demand, I am now putting up a dollar size of

Frink's Eczema Ointment,

and beg leave to quote you the following
WHOLESALE PRICES:
\$1.00 size, \$3.00 a dozen; 10 per cent. discount
50c. size, \$4.00 a dozen; on orders exc. \$30.00.
Yours truly, HENRY C. FRINK.



Druggists Can Make Money on These Goods.

Circular, with full particulars, on application.

JOHN BIRCH & CO.,
79 Washington St., Brooklyn, N. Y.

PRONOUNCED BY ALL WHO USE

Dr. EVORY'S CALIFORNIA CATARRH REMEDY

The Best in the World—Take no Other.

50 cts. by Druggists or Mail. Testimonials Free
A. F. AVORY & CO., Props.,
166 GREENWICH ST., NEW YORK CITY.

No Reading Notices.

The small size of

PRINTERS' INK

is one of its distinguishing characteristics. An effort is made to keep everything out of the paper that is not of genuine interest to advertisers. The advertising pages can be used indefinitely, and in them every one may say whatever seems advisable.

The Special Notices

have a choice position and are about the same as so-called reading notices in ordinary newspapers. It is not deemed advisable to insert as pure reading matter anything which is paid for, although it will often appear that reading matter is inserted which has an advertising value: this is because the publishers believe that whenever they have anything to say about a new enterprise or a novelty, it is quite proper to give names, addresses and full particulars, because without them the notice is less than complete, and consequently not so valuable to the readers.

Everything which appears as reading matter in **PRINTERS' INK** is inserted free of charge.

Geo. P. Rowell & Co.,
NEW YORK.

FAMILY ICE MACHINE

Ice in a few minutes. Price, \$10 to \$185.
L. DERMIGNY, 126 West 25th St., New York.

OF WHAT USE IS AN ADVERTISING BUREAU?

The following correspondence illustrates the uses. The Advertising Bureau is a convenience. It has been said that the man who does his own advertising is the sort of man that will attempt to tap his own boots and cut his own hair.

J. B. LEWIS, WHOLESALE SHOEMAKER,
95 Pearl street,
BOSTON, Mass., Nov. 8, 1889.

Messrs. Geo. P. Rowell & Co., 10 Spruce street, N. Y.:

DEAR SIRS—Inclosed please find check for \$40.03 as per statement, which, if correct, please return receipted.

Will you please tell me if I could not have done as well with these several papers by writing direct to them? or do you get for me any discount? or is there a discount from this bill? I take it you charge me local prices. If not, please put the local prices right down on the side of these items so I may see how much, if any, I saved by doing the business through you.

J. B. LEWIS.

NEW YORK, Nov. 9, 1889.

Mr. J. B. Lewis, 95 Pearl street, Boston:

DEAR SIR—We send bill receipted in return for check received, for which accept thanks.

If you had caused your advertisement to be set in type, and had communicated with each of the papers, sending a printed copy telling how many times to insert, in how much space; and if you are so well known in each office that the publisher would be willing to open an account; then you could have done the advertising by direct communication with each office, and the bills would have been the same as we have charged you. If any publisher thought it better to have the money in advance, rather than open an account for so small a charge, he would communicate with you, and although this would cause some delay you would have still been able, by sending the money, to secure insertion at the same price. If you did not set the advertisement in type and instruct every publisher to confine the space to that of copy, the bills would in many cases be somewhat larger.

By sending the order to us you save the labor of correspondence and book-keeping, and the cost of stationery and postage. It is our intention in cases such as this to charge the advertiser exactly what the publisher would charge him. Our remuneration comes in form of a commission allowed by the publisher, which varies from 10 to 25%, according to the usage of the paper.

Our gross profit on this order is about \$7.50. We trust that the information that we have given here is what you desired, and that we may again be favored with your order in need of our service.

Geo. P. ROWELL & Co.

For any information about advertising, address

Geo. P. Rowell & Co.,
Newspaper Advertising Bureau,
10 Spruce St., New York.

THE \$3 LIST!

Bargains in Advertising
IN
Daily Newspapers
IN
Many Principal Cities and Towns.

Advertisers may select any 50 or more Dailies from the list, at a cost of \$3 per inch, a month, per paper; and the advertisement will be also inserted gratis in the Weeklies of the Dailies, as named in the catalogue.

A one-inch advertisement inserted one month in the *entire list* (including 254 Dailies and 232 Weeklies), costs \$600. For three months, \$1,800, less 10 per cent., or \$1,620 net.

The combined monthly issue of the Dailies is 9,067,300 copies, and of the Weeklies 1,683,800 copies.

Advertisements are forwarded the day the order is received, and *prompt insertion is guaranteed*.

For any selection of less than 50 of the papers approximately low figures will be given on application.

The List will be sent FREE!

Upon application to
GEO. P. ROWELL & CO.,
Newspaper Advertising Bureau,
10 Spruce St., New York.

DRUGGISTS!

FREEMAN'S FACE POWDER

Is the most perfect Face preparation made. Don't rub off. Impalpably fine. A lady once induced to try it, remains always a customer.

It is not sold to Dry-goods trade

Won't it pay to handle the BEST, when you are protected?

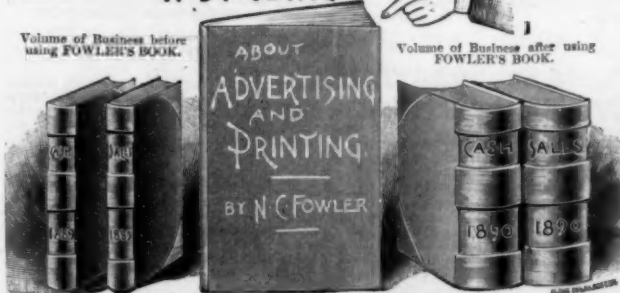
A box will gladly be sent for inspection, and sample Ladies' Blotting Pads, used for advertisements, when this paper is mentioned and business card accompanies request.

\$1.75 and \$3.75 per dozen.

Freeman Perfume Co.,
323 E. 132d St., N. Y., and
Cincinnati, O.

Have you asked your jobber for that exquisite new perfume,
FREEMAN'S "HIAWATHA?"

HOW TO INCREASE BUSINESS WITH PROFIT. LIVE BUSINESS MEN THE WORLD OVER SOLVE IT BY USING



PRICE, \$2.00. EXPRESS PREPAID.

From your Booksellers or the Publishers,

A. M. THAYER & CO., - - Boston, Mass.

Columns and pages of advertising in other Buffalo papers will not reach the readers of the

BUFFALO TIMES

BUFFALO, N. Y.

Sworn Daily, 33,187; Sworn Sunday, 24,471.

WHAT THE LEADING ADVERTISERS OF BUFFALO SAY:

Mr. Norman E. Mack, Publisher "Times":

BUFFALO, N. Y., March 4, 1889.

DEAR SIR—We regard *The Times* as the representative Democratic Evening Paper in this city, and is looked upon as such by local advertisers. It is certainly the only newspaper published in Buffalo by which the masses of Democratic readers can be reached.

Yours truly, POWELL & PLIMPTON, Druggists.

Mr. Norman E. Mack, Publisher "Times":

BUFFALO, N. Y., March 4, 1889.

DEAR SIR—We consider your paper during the past year, owing to political circumstances, has very largely increased in circulation, and now is the only Democratic penny paper in Western New York. We regard it as the only medium by which this large class of readers can be effectually reached.

Yours very truly,
MOORE & HUBBARD DRUG CO., F. S. HUBBARD, Sec. and Treas.

Norman Mack, Esq., Publisher "Times":

BUFFALO, N. Y., March 4, 1889.

DEAR SIR—We have renewed our contract with *The Times* at advanced rates, as we consider it a valuable medium for advertising, and the only one by which the majority of the Democratic readers in this city and adjoining country can be reached.

Respectfully yours,
STODDARD BROS., Druggists.

Mr. Norman E. Mack, Publisher "Times":

BUFFALO, N. Y., March 4, 1889.

DEAR SIR—In reply to your inquiry, I would say that the very large increase in the circulation of *The Times*, during the past year, has been so marked that no local advertiser could fail to see it. Being the only afternoon Democratic paper in Buffalo, and having a proven circulation of over 30,000, I certainly consider it the only medium of reaching the many Democratic families in Buffalo and Western New York, as the political line is squarely drawn in this section, so far as newspaper readers are concerned.

Yours respectfully,
WM. COULSON.

BARNES, HENGERER & CO.,
Importers and Jobbers of Dry Goods, Notions and Carpets,
BUFFALO, N. Y., Feb. 18, 1890.

Norman E. Mack, Publisher "Times":

DEAR SIR—The fact that we are paying *The Times* more than double for the same space that we did two years ago is sufficient evidence of the estimate we place upon it as an advertising medium. We certainly should not pay more if we didn't think it useful and worthy.

Yours truly,
BARNES, HENGERER & CO.

Norman E. Mack, Esq., Publisher "Times":

ALTMAN & CO., Wholesale Clothiers,
BUFFALO, N. Y., March 7, 1889.

MY DEAR SIR—Enclosed please find contract for the coming year. Although the rate charged over last year's contract is an advance of about 100 per cent., we concede it cheerfully, as we regard *The Times* as the best medium of reaching the Democratic masses in this section of the State, and because of the largely increased circulation, a fact which our Mr. Henry Altman is perfectly familiar with, having personally investigated the same. Wishing you success, we are, very truly yours,

ALTMAN & CO.

Extract from a letter sent by Dr. R. V. Pierce, to J. H. Bates, 38 Park Row, N. Y.:

* * * The committee adopted their own methods of investigation, and were supplied with everything that they called for to facilitate their work. Previous to the investigation, we would state that we were in as much doubt as anybody else possibly could be, with respect to *The Times* having the circulation which they claimed; but we cannot dispute their claim any longer, since we believe that they have thoroughly verified it. Very truly yours,

R. V. PIERCE, Pres. World's Dispensary Medical Association.

A. FRANK RICHARDSON, Agent,

13, 14, 15 & 16 TRIBUNE BUILDING, NEW YORK.
NEWSPAPERS OF KNOWN CIRCULATION.

Trade-mark Registered.

The
CHICAGO
Newspaper
UNION
Lists
of

Home Papers

*Cover the RICHEST and BEST portion of
the WEST from Ohio to Dakota.*

They are the HOME PAPERS of the
People.

They are circulated among ALL Classes
and THOROUGHLY READ.

They are published in upwards of a thou-
sand Towns and Villages, and cir-
culated in five times that number.

The places of publication are as follows:

In Illinois, 238; Iowa, 214; Indiana,
185; Michigan, 127; Wisconsin, 178;
Dakota, 121; Ohio, 78; Nebraska, 104;
other States, 65. Total, 1,310.

*For CATALOGUES, containing names of papers, testimo-
nials and advertising rates, address*

THE CHICAGO NEWSPAPER UNION,
271 & 273 Franklin St., Chicago, or 10 Spruce St., N. Y.

To Reach 40,000 Shoe and Leather Men.

The Shoe and Leather Reporter Annual, for 1890, contains a list of the tanners, boot and shoe manufacturers, dealers in boots and shoes, leather and findings, hides, skins and wool, and shoe machinery in the United States and Canada, carefully estimated at 39,780 names.

For the purpose of inducing subscriptions, a sample copy of PRINTERS' INK, of the issue of April 2, 9, 16, 23 or 30, will be sent to every individual or firm named in this list. To one-fifth, April 2; to one-fifth, April 9; to one-fifth, April 16; to one-fifth, April 23; and to the remainder, April 30.

The fact that many of these business men are believers in advertising as a means of increasing the sales of the goods that they deal in, is attested by the columns of the daily and weekly press, and by the large amount of advertising carried by their various trade papers.

An advertisement setting forth the merits of a first-class newspaper as an advertising medium, and appearing in these special issues of PRINTERS' INK, should and probably would attract favorable notice from those into whose hands the paper comes.

Orders for advertising in PRINTERS' INK are solicited.

The advertising rates are as follows: Advertisements (agate measure), 25 cents a line; \$50 a page; one-half page, \$25; one-fourth page, \$12.50. First or last page, \$100. Second page, next to the last page, or page first following reading matter, \$75.

Every edition of PRINTERS' INK issued in 1890 has exceeded twenty thousand copies.

A full-page advertisement will be inserted in all the special issues from April 2d to April 30th, inclusive, for \$250, or a two-line special notice will be inserted in all the issues (5 in number) for \$2.50. More space pro-rata. The cost of addressing a postal card to all of these Shoe & Leather men would be more than \$400.

Copy for advertisements to appear in any issue must reach the office of PRINTERS' INK one week before the day of publication.

TO REACH THE SCHOOLS AND COLLEGES OF AMERICA.

The American College and School Directory for 1890 contains a list of Colleges, Seminaries, Academies and other educational institutions, and the names and addresses of the Principals; also a list of the various Schools of Science, Theology, Law and Medicine. A careful estimate places the number of names in the Directory at 7,609.

For the purpose of inducing subscriptions, a sample copy of PRINTERS' INK, of the issue of May 7, will be sent to every institution named in this list.

The Principals of many of these Schools and Colleges find in newspaper advertising the best and cheapest means of informing the public of the advantages of their respective establishments. This class of advertising generally commences during the month of May—and this special issue of PRINTERS' INK will reach these advertisers about the time when they are deciding which mediums to use.

GEO. P. ROWELL & CO., Publishers,
10 Spruce St., New York.

THE HOUSEWIFE

Handsomely illustrated, and devoted to



Fiction,
Fashion,
Flowers,
Fancy Work,
Home Decoration,
Art Needlework,
Stamping,
Painting,
Designing,
Cooking,
Housekeeping.

In short, everything pertaining to

WOMAN'S WORK

and

WOMAN'S PLEASURE.

THE HOUSEWIFE

Subscription List, owing to very liberal advertising, will soon reach the **200,000** mark. Line rate will then be advanced to **\$1.00**. Send in your orders now and get the benefit of the present low scale of prices.

PRESENT ADVERTISING RATES.—Ordinary displayed advertisements,
80 cents per square line.

DISCOUNTS.—3 months, or 100 lines, 5 per cent; 6 months, or 250 lines, 10 per cent.;
12 months, or 500 lines, 20 per cent.

COVER RATES.— $\frac{1}{4}$ page (170 lines), **\$100.00**; $\frac{1}{2}$ page (340 lines), **\$175.00**;
1 full page (680 lines) **\$300.00**.

COVER DISCOUNTS.—3 mos., 5 per cent; 6 mos., 10 per cent.; 12 mos., 20 per cent.

Bills payable monthly. Cash with order from advertisers unknown to us.

HOUSEWIFE PUBLISHING CO., 111 Nassau St., New York, N. Y.

Advertisements accepted through any responsible Advertising Agency.

The OBJECT of this PAGE
is to IMPRESS upon YOUR Mind

THE FACT THAT


The Standard-Union

IS THE

Best Paying Advertising Medium
IN BROOKLYN.

It has all the elements of value: age, circulation, character and the public confidence and support.

THE STANDARD-UNION gains ground in all directions, every day, and *Advertisers appreciate the situation.*

 *Do not make the mistake that Brooklyn is "covered" by the New York papers. It is the Brooklyn evening papers that reach the homes and are read by the families of this third city of the Union.*

Messrs. GEO. P. ROWELL & CO., who know more about advertising than almost any other men, will confirm the above statements, and give advertisers favorable rates and profitable contracts in THE STANDARD-UNION.

Time To Close Now !

One
Price
Advertising
—
Without Duplication
Of Circulation
HOME 15 BEST
JOURNALS WEEKLIES
Every Week
Over 250,000 Copies
—
Religious Press
Association
Phila

On April 1st next the advertising rate of **THE SUNDAY SCHOOL TIMES** will be advanced from \$1.00 per line to **\$1.25** per line, subject to our regular discounts.

Advertisers are offered the opportunity to place their orders for one year or less, *if received by us before April 1st*, at the \$1.00 rate on the basis of either Time or Amount discounts.

Contracts expiring during 1890, will be continued until April 1st, 1891, at present contract price, if the order to continue *is received by us before April 1st next*.

This advance of 25 per cent. in rate is caused by an increase of about 50 per cent. of circulation. The \$1.00 rate was made for 100,000 circulation. **The Sunday School Times** has now over **146,000** paid yearly subscribers and it is confidently believed that the average for 1890 will be larger.

About advertising in
THE SUNDAY SCHOOL TIMES,

ALWAYS ADDRESS

The Religious Press Association,
Chestnut and Tenth Streets,
(Mutual Life Building.) **PHILADELPHIA, PA.**

The Sunday School Times.
PHILADELPHIA.

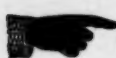
The Presbyterian.
The Lutheran Observer.
The National Baptist.
The Christian Standard.
The Presbyterian Journal.
The Ref'd Church Messenger.
The Episcopal Recorder.
The Christian Instructor.
The Christian Statesman.
The Christian Recorder.
The Lutheran.

BALTIMORE.
The Baltimore Baptist.
The Episcopal Methodist.
The Presbyterian Observer.

The American Newspaper Directory
and this issue of Printers' Ink
are printed with Ink
made by the

W.D.WILSON PRINTING INK CO. (LIMITED) NEW YORK.

OFFICE: 140 WILLIAM ST.



Send for Price List!

*Makes best quality of JOB INKS.
Makes COLORED INKS of every grade.*

NEWS INK.

35 pound kegs @ 10 cents a pound.

50	"	"	@	9	"	"
100	"	"	@	8	"	"
150	"	"	@	7	"	"
500	"	"	@	6	"	"

Terms, 4 months' credit from date of order.

Five per cent. discount for payment within 30 days from date of order.

Ten per cent. discount for cash with the order.

ORDER A SAMPLE PACKAGE.

DON'T FORGET TO SEND THE CASH.

We so conduct our business that every publisher is glad to receive our orders at the lowest price which he will accept from any one; and at the same time allow our patrons every concession in the matter of position or editorial mention which can under any circumstances be permitted.

Advertising

Placed by us in American Newspapers is generally done on the following plan:

FIRST.—You tell us what advertising you wish to do. A copy of the advertisement to be used and a list of the papers in which it is to be inserted are preliminary requisites to the above. And these are prepared either

By You, }
By Us, } or by You and Us together,

whichever seems the best and most satisfactory at the time.

SECOND.—The advertisement and the papers being determined upon, we carry out against each paper the sum which we propose to offer for the service required. The list of papers, with prices attached, is called an "estimate."

NOTE.—In placing an advertisement in a paper which has a uniform rate of charge—never deviated from—our prices to the advertiser is the same as the publisher's price would be for the same service; but the number of papers which do not at times deviate from schedule rates is small.

THIRD.—You now look the estimate over with a view of making a revision of it if any change is thought best. If you have at any time used one of the papers at a lower price you say so and indicate the price. If the price we name is in any case more than you think the paper worth you cut it down to the sum that you are willing to pay. You only do this when you prefer to omit the paper unless it is secured at your own price. If you really have any knowledge that leads you to think our price higher than it ought to be, you say so and we use your knowledge for your own advantage: but if you have no such knowledge then don't pretend to have, for our prices are not made with a view of inducing you to pay all you will; but actually to get the advertising for you at the lowest price which it is reasonable to hope that the publisher will accept.

FOURTH.—The estimate having passed your revision, we forward the order to the papers, offering the prices decided upon in the revised estimate.

FIFTH.—We finally submit a memorandum of the advertising secured, accompanied by the letters from the papers that we have failed to contract with, if there be any such: and unless you furnish us with further instructions the order then stands closed. On each of the letters we note our views of the arguments of the publisher—also suggest what paper can be substituted, and the price. You look these over, and if you decide to do anything with them you write your instructions on the same sheet before returning to us, and your memoranda become our authority for any further action taken. For the papers in which your advertisement does not appear, you do not pay anything.

GEO. P. ROWELL & CO.,
NEWSPAPER ADVERTISING BUREAU,
10 Spruce St., New York.

TO YEARLY ADVERTISERS IN STATE AND COUNTY NEWSPAPERS.

Plan for placing contracts to cover a State or a section of country.

Yearly advertisements are commonly accepted, even by papers of established circulation and influence, at prices which exhibit a very great deviation from schedule rates: the publisher's reasoning being based upon the fact that his columns at the time contain less than the proper proportion of advertising, thereby compelling him to put more reading matter in type than his readers have a right to expect. The proposed advertisement, to stand from week to week, or printed from electrotypes furnished by the advertiser, saves the expense of type setting; and a consideration for this saving may be added, as a make-weight, to the moderate cash compensation offered.

The price at which a newspaper will accept an advertisement may be influenced by many circumstances, among which may be enumerated: the character of the advertisement; the looks of it when printed in the paper; the position demanded for it; and the certainty with which the publisher may count upon receiving the stipulated price when it becomes due. This variation of price, according to circumstances, is particularly to be observed in dealing with papers issued in county towns and in cities of less than one hundred thousand population. It will be prudent, therefore, for the advertiser to ascertain what are the conditions most favorable to securing the advertising space he requires at the lowest price, and to avail himself of those conditions.

Newspaper publishers are naturally inclined to deal on the most favorable terms with those with whom they have had previous satisfactory transactions; consequently an advertising bureau with a long-established connection will secure a larger number of acceptances, from a better class of papers, for a yearly contract, offered at a price which is really low, than would be possible with another agency having a credit less firmly established, or with whose methods of business publishers are less familiar, or less favorably impressed.

When an advertisement is offered to a publisher at a price which he thinks not as much as he ought to receive, the chances of having the order accepted are much influenced by the probability or improbability that the advertiser must use his paper: consequently it is never wise for an advertiser to take any steps which shall lead the publisher to be in expectation of receiving the order. It always costs more to secure the insertion of an advertisement which has been talked about than it does to place another of same space and conditions, about which nothing has previously been heard.

A consideration of the facts here set forth makes it plain that the most satisfactory way of placing the advertising of a customer who will make his contracts by the year is upon a plan which recognizes the conditions which are found to exist.

ILLUSTRATION.

A. B. wishes to advertise thoroughly in (for example) the State of Ohio for the period of one year. He knows that the circulation of the county papers is almost exclusively within the State, while the great weeklies of Cincinnati, Cleveland and Toledo, as well as the religious and agricultural journals, have a considerable portion of their readers in other States. A. B. must, therefore, use the county weeklies and the daily papers issued in the cities.

There are over a thousand newspapers in the State of Ohio. Nearly one hundred are issued in Cincinnati. Cleveland has more than half as many, and in each of several places of smaller importance there are issued from two to twenty-five. Now, A. B. is likely to be of the opinion that he need use no more than two or three papers in the largest places, and that in others one, if good, will answer his purpose. The amount of money which he intends

spending for advertising in Ohio he has fixed in his mind at (let us say) \$7,500. He believes that sum to be sufficient, as his advertisement occupies no more than five inches of space, and is to have but four changes in the year.

If A. B. applied to us to place his advertising in the papers of Ohio we should proceed upon the theory that each and every paper issued there can be of service to him if secured at a low enough price. We should, therefore, suggest offering the advertisement to nearly all of them at a very low price. It is hardly possible to name a price for an advertisement so low that some publishers will not be found to accept it. In a dull time it is surprising to what an extent first-rate papers will sacrifice their schedule rates. First offers should be so low that every acceptance will be a bargain. Those publishers who decline, write and name the price at which they will do the work, and these communications are finally considered in connection with the acceptances. New proposals are finally issued to papers which are still needed to cover the territory as thoroughly as is advisable. The advertiser must not lose sight of the fact that, after all, the best bargains are likely to be the papers to which the highest prices are paid: but the method here outlined prevents paying any paper more than its probable worth.

If A. B. is well acquainted with Ohio papers there is no objection to exhibiting to him the prices which are to be offered, nor to reducing the price in any case that he considers dear at the figure named. If there is a paper which he has a reason for declining to use at any price it can be stricken from the list. Generally, however, an advertiser does not have a very clear idea of the value of a particular paper and must trust to the good faith of the agent to serve him honestly and with good judgment.

When most of the advertising has been placed there will perhaps be some paper which A. B., for some special reason, wishes to secure, even at a price above its comparative worth. In such a case he has an opportunity to express his desire at the time when he examines a statement of what papers have been secured and what still remain to be bargained for.

The advertiser who would make money must avail himself of conditions which exist. No advertiser uses all papers; there are too many of them. In some places where two weeklies have been secured, with an average issue of a thousand copies each, for about \$10 apiece, he must be content to do without a third paper in the same place which insists upon being paid \$25 for a circulation of possibly fifteen hundred copies.

When as many papers as are desired have been contracted for, or as can be procured without exceeding the limit fixed for the expenditure, a final statement of what has been done is furnished to A. B., and upon this statement his monthly, weekly or quarterly payments are based. At the end of the year he is entitled to an accounting, and an allowance is credited for whatever is found proper to make good omissions, suspensions or other deficiencies of which on a yearly order there are likely to be some.

It will be perceived that it is not our policy to be placed in a position where we are obliged to contract with a newspaper whose rates or conditions do not appear to be favorable.

Our position, on this point, is known to publishers and secures for us advantages so important that we cannot consent to depart from it. The knowledge of the ground upon which we stand leads publishers who have varying rates to hesitate about refusing an offer from our house, and to consider the liability that the order may not be returned if rejected at the price first offered. They know that when the work is done the pay is prompt and certain.

When placing an advertisement in a newspaper which never deviates, we demand and receive the full schedule rates. The publisher of such a paper protects us and assures us a commission upon our transactions. Being thus protected we refrain from stepping in between the paper and an advertiser who deals with it direct.

GEORGE P. ROWELL & CO.,
Newspaper Advertising Bureau,
10 Spruce St., New York.

IN GOOD FAITH.

For our customers we make all the estimates they want! If they put us to the trouble of making a large estimate and then decide not to do anything we don't find fault: but we can't undertake to do so much for people who appear to have nothing in mind beyond availing themselves of the special knowledge which we possess, without paying for it.

Advertisers who apply to us to enter into a competition—to make a bid for an advertisement contract which is to be awarded to the lowest bidder—often appear surprised when told that we cannot give the estimate. As we do not own newspapers we find it impossible always to know in advance what every newspaper will do: consequently we do not contract that a newspaper shall do a specified thing, before we have communicated with its publisher on the subject!

It is not our policy to be placed in a position where we are obliged to contract with a newspaper if its conditions appear to be oppressive.

Our estimate headings bear this paragraph: "This estimate does not guarantee that any newspaper named upon it will do the advertising at the price named."

Every publisher in America is acquainted with our business methods; knows that we pay promptly in cash; that the advertising which we send is of a good class and entitled to the lowest rate accorded to the most favored customer.

It sometimes appears that our competitors promise more than we do. Those with smallest experience generally make largest promises and with most confidence.

Some publications are used economically on contracts for a single issue; in others insertion for a month may be had as cheaply as for a single week; but in furnishing an estimate in advance if the agent attempts to go very much into details his correspondence becomes voluminous and the advertiser confused.

The advertiser who sends his advertisement with an order to procure the best service possible for ten thousand, one thousand or one hundred dollars, will get more for his money than another who requires to be told in advance exactly what service can be promised; because when an estimate has been given, its plan and specifications must (in a general way at least) control the advertising to be done: it ties the agent's hands and prevents giving to-day a better service than could have been promised yesterday, because yesterday the opportunity had not presented itself—to-morrow it may have passed!

GEO. P. ROWELL & CO.,

Newspaper Advertising Bureau,
10 Spruce St., N. Y.

The · Gannett · & · Morse · Concern

Had an

Idea — **AN** Idea.

IT WAS A

Happy Thought!

"Comfort"

WAS

A Happy Thought!

Starting out as it did
in fall of 1888

**WITH A HUNDRED
NAMES**

(really, it was not entered as
second-class matter

till 1889),

Its regular issue
is now

200,000

Its actual subscription list
numbers over

100,000

Our rates will
advance

May 1, 1890.

**Happy Thoughts,
Executive Ideas,
and "Comfort"**

ARE SYNONYMOUS.

If you want to get into 5,000,000
hands who take

"Comfort."

Five Million hands
holding on to

"Comfort."

Just think, 2,500,000
different people holding on to

"Comfort."

Just think, 500,000
homes, the inhabitants of
which will take

"Comfort"

in October, 1890,

And if you **take yearly space**
now, you can reach those
2,500,000 readers for

75 cents a line,
without extra charge.

Past.

1888.

It was an **IDEA**,
A HAPPY THOUGHT.
8 pages, with
13,000 and 15,000
monthly outputs.

1889.

Doubled in size, and more
than quadrupled in
circulation.
25,000, 50,000, and 100,000
editions.

Present.

200,000 Editions,

with subscriptions pouring in
rapidly.

Fast Presses on the *tops*.Rates only **75 cents** a line.Reading notices, **\$1.00** per line.

Take **YEARLY SPACE** at
BARGAIN PRICES.

Future.

October, 1890.

500,000.

Rates, \$2.50 per line.

Nov. and Dec.

Half Million each.

Fall of 1891.

1,000,000

copies.

Rates, \$5.00 per line.

Space obtained at the
Agencies, or of

The Gannett & Morse Concern,
AUGUSTA, MAINE.

Ten Reasons why those who contemplate the purchase of a Newspaper Directory should

WAIT

FOR THE

American Newspaper Annual

FOR 1890.

1. **BECAUSE** it is the only one that gives statistics of Newspapers for the year in which it is dated.
2. **BECAUSE** it always gives the names of several hundred more papers than any other work of the kind.
3. **BECAUSE** its lists contain more *live* papers than any other.
4. **BECAUSE** it names fewer dead ones.
5. **BECAUSE** it has a smaller number of papers, which, while filling the purposes for which they are published are of no use to the general advertiser.
6. **BECAUSE** it is issued just in time for the fall and winter trade when those directories issued early in the year are fast becoming out of date and misleading.
7. **BECAUSE** being revised and passed through the press during the summer, when business is generally dull and fewer changes occur in the Newspaper world, its lists are consequently *fuller, fresher and more accurate* than those prepared during the season of greatest business activity.
8. **BECAUSE** it will give the population of cities, towns, and counties in the United States from the *Census of 1890*.
9. **BECAUSE** it will have a number of new features which no other Newspaper Directory has or ever has had.
10. **BECAUSE** it is the BEST.

Make your old one do a little longer and wait for the **Eleventh Edition** of the **AMERICAN NEWSPAPER ANNUAL** if you want the most **Value** for your **Money**.

Price \$5.00 post-paid. **ORDER NOW.**

N. W. AYER & SON,

Newspaper Advertising Agents,

Times Building,

PHILADELPHIA.

See first page of Printers' Ink.
